



NEAR EAST UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
TOURISM AND HOTEL MANAGEMENT PROGRAM

# THE IMPORTANCE OF STRATEGIC TOURISM MANAGEMENT ON THE NIGERIAN ECONOMY

AYODEJI ADETOLAJU

MASTER'S THESIS

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2018

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MASTER'S THESIS

**THESIS SUPERVISOR**  
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**We as the jury members certify the “the important of strategic tourism management on the Nigerian economy” prepared by the name, surname defended on 04/10/2018 has been found satisfactory for the award of degree of**

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## DECLARATION

I Ayodeji Adetolaju, hereby declare that this dissertation entitled 'the importance of strategic tourism management on the Nigerian economy' has been prepared myself under the guidance and supervision of Dr. Karen Howells in partial fulfilment of the Near East University, Graduate School of Social Sciences regulations and does not to the best of my knowledge breach any Law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis.

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04/10/2018

Ayodeji Adetolaju

## DEDICATION

I dedicate this research thesis to God Almighty for seeing me through my most cherished Post graduate program and during the course of studying and writing this paper. Without Him, the completion of this work would not have been possible. I owe Him great thanks and May His name be praised forever and ever. Amen

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## ABSTRACT

### THE IMPORTANCE OF STRATEGIC TOURISM MANAGEMENT ON THE NIGERIAN ECONOMY

This study is aimed at the importance of strategic tourism management on the Nigerian economy. The study was conducted in Nigeria making Ekiti State as a case study. This was done in the month of May 2018 as a representative sample of other regions of the country. The objectives of this study were to analyse ways in which the tourism industry in Nigeria can be strategically managed and sustained to ensure unemployment is drastically reduced and opportunities are given to the people especially the local communities and for the revenues of the nation to be improved. The objectives also look at the age-long problems that have hindered the progress of the industry for a long time and highlight the points that can make the industry to be revived. The study used survey research design to request for information. Questionnaires and interview schedules were the tools used to collect primary data. Secondary data were collected from journals, internet, magazines and books. 280 questionnaires were administered out of which 250 copies were returned. The sample size was therefore 250 respondents from Ekiti State in the tourism area. The target population was male and female respondents. The data collected was analysed qualitatively. Data analysis was done using Chi-square distribution analysis. Data was presented in tables and shown in percentages. The study established after the analysis of the tested variables the determinants of performance of the tourism industry that lack of government concerns, bad infrastructural facilities, insecurities, corruption and lack of entrepreneurial skills were impeding factors to the performance of the tourism industry. The study makes specific recommendations on the area of encouraging the government shift focus on the growth of the tourism industry, infrastructural facilities, and entrepreneurial skills.

**Keywords:** Tourism industry, Strategic Management, Local communities, Revenue, Eradicate poverty

## ÖZ

### THE IMPORTANCE OF STRATEGIC TOURISM MANAGEMENT ON THE NIGERIAN ECONOMY

Bu çalışma, Nijerya ekonomisinde stratejik turizm yönetiminin önemini hedeflemektedir. Çalışma Nijerya'da Ekiti Eyaleti'ni bir vaka çalışması olarak gerçekleştirdi. Bu, Mayıs 2018'de ülkenin diğer bölgelerinin temsili bir örneği olarak yapıldı. Bu çalışmanın amacı, Nijerya'daki turizm endüstrisinin stratejik olarak yönetilebilmesinin ve sürdürülmesinin yollarını analiz etmek ve işsizliğin büyük ölçüde azaltılmasını sağlamak ve halkın özellikle yerel topluluklara ve ulusun gelirlerinin iyileştirilmesi için fırsatlar sunulmasıdır. Hedefler aynı zamanda, sektörün uzun bir süredir ilerlemesini engelleyen ve endüstrinin yeniden canlandırılmasını sağlayabilecek noktaları vurgulayan yaş sorunlarına da bakmaktadır. Çalışma bilgi istemek için anket araştırması tasarımını kullanmıştır. Görevlendiriciler ve görüşme programları, birincil verileri toplamak için kullanılan araçlardır. İkincil veriler dergiler, internet, dergi ve kitaplardan toplanmıştır. Toplam 250 kopyası iade edilen toplam 280 anket uyguladık. Bu nedenle örneklem büyüklüğü 250 kişiydi, hedef kitlemiz ise hem erkek hem de kadın katılımcı idi. Toplanan veriler niteliksel olarak analiz edildi. Veri analizi Ki-kare dağılımı analizi kullanılarak yapıldı. Veriler tablolar halinde sunulmuş ve yüzdeler halinde gösterilmiştir. İncelenen vaiilerin analizinden sonra yapılan araştırma, turizm sektörünün performansının belirleyicilerinin, hükümet kaygıları, kötü altyapı tesisleri, güvensizlik ve yolsuzluk ve girişimsel becerilerin eksikliğinin turizm endüstrisinin performansını etkileyen faktörler olduğunu ortaya koymuştur. Hükümet vardiyasının teşvik edilmesinin, turizm endüstrisinin, altyapı tesislerinin, güvensizliklerin ve girişimcilik becerilerinin büyümesine odaklanmasına ilişkin spesifik tavsiyeler.

**Anahtar Kelimeler:** Turizm endüstrisi, Ekonomi, Stratejik Yönetim, Kaynaklar, Yerel topluluklar, Gelir, Yoksulluğun ortadan kaldırılması, Hükümet



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## ABBREVIATIONS

ERGP:	ECONOMIC RECOVERY AND GROWTH PLAN
FDI:	FOREIGN DIRECT INVESTMENT
FMTCNO:	FEDERAL MINISTRY OF TOURISM, CULTURE AND NATIONAL ORIENTATION
GDP:	GROSS DOMESTIC PRODUCT
IATA:	INTERNATIONAL AIR TRANSPORT ASSOCIATION
IGR:	INTERNALLY GENERATED REVENUE
STP:	STRATEGIC TOURISM PROGRAM
WTO:	WORLD TOURISM ORGANIZATION
WTTC:	WORLD TRAVEL AND TOURISM COUNCIL

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Background to the Study**

Tourism is one of the leading and fastest growing industry in the world (Lanza & Pigliaru, 1999; Jennie, 2012). It has been noted as one of the ways to revitalize the tourism destination of a country Long (2012). Researchers and scholars have found out that the tourism industry in recent times has the great impact on economic growth in both developed and developing nations of the world such as France, The United States, Canada, UK and the Caribbean where tourism is playing out as one of the largest industries in these areas. Furthermore, figures have considerably shown that some African countries have found different ways to develop and maximise their tourism industry which in turn, have led to the sparkled transformation of local communities, beautification of the environment, increased foreign exchange transactions thereby causing a socio-economic turnaround for such countries. So within the African boundaries, the countries that have actually developed their tourism industries include Kenya from the East of Africa, Ivory Coast and Senegal from the West, South Africa and Zimbabwe from the South, Mauritius and Seychelles in the Indian Ocean, Morocco, Egypt and Tunisia in the North. These countries in Africa all have a well established tourism industry. Even though Africa is very resourceful in terms of mineral and natural resources, we are yet to get to the point where good management of these resources will be harnessed.

The paper will look at ways in which tourism generally in Nigeria can be made more enterprising and attractive enough to get the attention of tourists all over the world especially at the Western world which includes the united



states of America, European countries like the UK, Germany France, Spain and other African countries. For this project, I will focus on Ikogosi warm spring as my case study. Ekiti State is a section of the Nigerian States that has vast resources and rich in culture. This case study will be a reference to what is to happen in other parts of the Nigerian States at large through addressing the various issues that matter and that can strengthen the tourism industry especially through policy making and as described by McCool and Moisey (2008) that there must be a long and short-term policies if the tourism industry will thrive. Concerns should also be on infrastructural development as emphasized by Moutinho (2011) that tourists are only motivated to travel when the roads that leads to different tourist destinations are good. Others are preservation of cultural heritages, maintenance of the resources, creating jobs for the teeming youths and women, increasing the revenues of the country, beautifying the environment and many more.

There is need for the Nigerian government to get serious about making the tourism industry enviable among the committee of Nations and restore the country to the way it is meant to be. South African for instance have made adequate plans for receiving visitors through a unique strategic plans to make the country compete among other top countries of the world through proper planning, infrastructure development, and the immediate needs of tourists that could make tourists especially international tourists have a second experience in visiting a particular destination. The Kenyan government have also done the same through similar measures and harnessing very judiciously, the country's natural resources and making policies that are mostly beneficial to the local people ( because they are the first to be considered) and they have the capacity to strategize means through the efforts of the Federal Government to enable the industry thrive as much as they can.

Tourism as a powerful economic and social force have the capacity to maintain our cultural identities and diversities. Nigeria has a land mass of 923,768 sq km which is more than half of that of California. Nigeria is a country surrounded by French speaking countries which are Cameroon, Niger Republic, and Benin Republic.. The Northern part contains plains while

the South is also rich with good climatic conditions Nigeria is a country with mountains, terrains, coaster, hills, plateau rivers and with other natural resources. The country has a terrain consisting of plateau with mountains, central hills, and southern lowlands and this are peculiar to the South East that is equatorial, the center is quite tropical, while the North is arid. All these distinctive features make the Nigeria a very interesting place among other nations of the world. In nature, the higher you go from the southern part to the Northern part of Nigeria, the drier it becomes.

Nigeria as a multicultural state has some very interesting features in different diversities because of the so many ethnicities with diverse cultures. This is because already the country's natural resources are such that is so intriguing and exciting to the Nigerian people and the world at large. Every states in Nigeria have distinctive features and diverse resources that will excite tourists for a return of another special experience. Natural and cultural heritages being an asset in the tourism industry. As described by Richards, (2001) that developed countries in Europe and North America are using cultural tourism at the global level that have attracted vital streams of global culture. Nigerian can leverage on this because natural and cultural heritages are capable of attracting millions of travellers the world over and bringing the country benefits which could invariable help promote the country's cultural diversity, universal values, security and the intercultural communication that is of necessity in today's world to the limelight as far as the tourism industry is concerned. According to ( Viard, 2000), intercultural dialogue have been facilitated by the intervention of the tourism industry. And that is why the Federal government must pay attention and invest in the industry for a fruitful result in the future.

All through the ages, Africa is a continent that is yet to attain the height of making effort to develop the tourism industry probably because of the stone age time. The North of Africa, South Africa and some parts of the Central Africa have in a bit developed reasonably the industry to a fashionable and enterprising stage at least. Nigeria will have to learn first from the successes of these African countries and see the way they also can put their plans

together in a bid to revive and harness the tourism industry amidst so much natural resources.

The geographical structure which is favourable to the country and the fact that our population that is the most largest in Africa should be an encouraging factor to promote the industry. For instance, the six geographical structure ranging from the North to the South can be a bonus to the country. The government policies must be as such that will be encouraging, inspiring and motivating to the Nigerian populace to begin to have the need to travel across the length and breath of the Nigerian territories and without restrictions of any kind. Also, in this manner, each other's cultural heritages will be well preserved, valued and appreciated.

Mani (2003) described that the tourism industry has contributed immensely to increasing revenues for the government, added employability for the unemployed and cost growth of tourist arrivals which means considerable growth has been gained and sustained in the tourism industry. The tourism industry is capable to turn a location to an enviable standard if attention is well paid to it. Accross Europe and Specifically in North America, the tourism industry have generated Billions of dollars to the Government coffers and have created more jobs than necessary and the multiplier effect of these through direct employment have expanded the economy and as and estimated and predicted by New research by the world and tourism council that the tourism industry world- wide willgenerate direct and induced employment will provide jobs for 231.2 Million persons world-wide or 1 in every 12 jobs. Hence the United Nations (UN) conference (1992) described the tourism industry as a key contributor to the economy of any country.

In the Western world, the leaders have made it mandatory to promote the tourism industry, because over the time, the revenues and gains they have been accrued from the industry alone have been intriguing, effective and well pronounced. There have been transformations in the revenues and a lot of jobs have been created to the citizens especially for the youths and women those who are very willing to work. These advance countries have been able to reduce on the challenges within and have been able to produce results in

the long run in as much as there are advantages. Advance countries like Canada, The United States of America, France, Spain, Germany and other countries that are doing incredibly well in the tourism industry have been able to improve on bilateral and International cooperation, improve infrastructural facilities, and have put in place the major things necessary for the industry to thrive and meet up with the required expectations of a standard tourism sector. In as much as I will mainly be making comparisons with some of our African countries, I will also be making references with the more developed countries of the world for good understanding of this particular research paper.

The United States of America (USA) have over the time moved ahead to advancing the tourism sector and concentrated efforts to making it a world class industry. Likewise some countries in Europe have been able to utilise the various strategies to making the industry one of a kind. The USA after the 2011 terrorism event even though what happened caused a decrease to the industry, the USA was able to get to her feet again and succeeded in bringing up the industry to compete with the likes of France, Germany, Spain as at that time. The United States of America over the time, say from 1999-2018 have got a spontaneous improve in the Tourism Revenues and have increased to 20379 Million in October from 20293 USD Million in September of 2017. Around 1999 until 2017, the United States Tourism revenues averaged 13496.31 USD Million which reach an all time high of 21223 USD Million as at June 2015 and bounced to a low record of 6496 USD Million in October 2001. This is explained in the diagram below.



Figure 1.1: Estimation of US Tourism Revenue.

Source: [www.tradingeconomics.com](http://www.tradingeconomics.com)

April 2018

According to scholars, any country of the world interested in expanding in terms of economic growth, must pay a very close attention to tourism by getting the industry substantially established and sustained most especially in every state and local government of the country. In other words, Tourism is the key to improving economic growth of any country and yet sustaining the cultural heritages of the country and without compromising future generations. In the same vein, needs are always in demand while resources are limited hence the need for sustainable development.

There are several merits, advantages or positive proceeds a country can derive from a well-developed Tourism industry. These are; among others, improving or gaining employments for the citizens, increasing the country's foreign exchange, beautifying the environment and sustaining it, increasing the Gross Domestic Product (GDP) of the country, increasing foreignexchange earnings, increase in both state and federal income and revenue and furthermore engaging the youths and women. One of the major challenges the Nigerian government must overcome is security challenge across the nation which can hamper the growth of tourism in the Nation. The killings of innocent lives by the terrorist group and the herdsmen menace has also in the long run caused some security threats to the nation hereby hindering the movements of tourists to the Nigerian state locally and internationally. Every tourist need security first for them to be attracted to a

place and this is needful and of necessity for the Federal Government of Nigeria to fix. According to Prideaux, (2000), destinations should be made safe and accessible by tourists to get around. All hands must be on deck by the citizens to also play a role in ensuring that the country is safe and secured because when the benefits of tourism avenues begin to be evident, the Nigerian people are the one that will be the first partaker of the products.

Although there are numerous negative effects tourism brings along, when policies are properly placed, these negative effects will not have too much significant impact on the people because laws that will guide every individual would have been available.

### **1.1 Statement of the Problem**

Nigeria as most diverse country in the world has a landmass of 923,768 km<sup>2</sup> that is rich in cultural heritages. The country has six geographical zones and 36 States which are largely by ethnic background with population of more than 180 Million people (the largest black nation in the world). The country has 370 ethnic groups and over 4000 dialects. Nigeria is also blessed with the abundance of tropical rain forests, mangrove swamps, Sahel savannah near the Sahara desert and savannah grasslands. In addition to this, the country has a unique wildlife, waterfalls, beaches, inselbergs, rivers rocky areas and other natural resources that could attract visitors from around the world. Nigeria as a Federal State speaks English as her official language and the country is bordering between french speaking countries such as Cameroon, Chad in the East, Benin Republic in the West, and Niger Republic in the North.

The most populous black nation on earth, Nigeria, that nature has placed at the centre of abundant resources have not really done much in harnessing these gifts for the betterment of the people especially on potentials that relate to tourism. The country have numerous unused assets in all the nooks and crannies of the country but our lack of awareness of these resources have caused us to neglect them. Government officials that are holding public offices from the local government, States and the Federal government have actually neglected the space at which the tourism sector should have grown because

of our so much dependence on crude oil (petroleum) which have caused corruption in high places to be a norm. The leaders who should serve the people are very personal on their own need needs neglecting the needs of the common people.. This ugly scenerio have also caused zero awareness on the citizens to know that they have being shortchanged of their rights by the political class who have direct access to the country's funds and resources. And who also over the time enjoyed some level of exposure to Western countries for pleasures and holidays. This is so unfortunate!

Nigeria's problem by not making the tourism industry a destination place and of high priority as it is towards the petroleum industry has also been a lack of zeal and a need to have a clear vision on how the industry can help the country eradicate poverty and provide jobs for everyone including the teeming youths and women. The tourism industry is gaining recognition across the world so our leaders need to go back to the drawing board and strategically find a means to put the country's tourism sector in the competition market and making it a destination place for both local and international tourists happening in the world of tourism.

Developed countries like America, Spain, Germany and the UK have made a remarkable improvement on tourism in which these industries have help reduce poverty to the bearest minimum, provide jobs and have created sustainable revenues to these Nations of the world. This has improved the stand of the tourism industry over the time to be one of the leading industry in the world today. Some African countries as we have earlier emphasized have also come together in oneness to propel the needed ideas and resilience to move the industry forward. Indeed, the level of advancements these countries have made is due to their mutually committed efforts put together by both the private and public sectors which is not so in the underdeveloped or developing countries around the world. The federal government of Nigeria needs to take cognisance of the available natural resources and maximise it for the development of the nation

Bearing the above in mind, we will be highlighting the need why the tourism industry needs to be focused on, improved and sustained using Ekiti State as

a case study. The idea behind this is that for the government to be able to create more jobs, eradicate poverty, increase the state Internally Generated Revenue ( IGR) some strategies and plans need to be put in place that will in the long run that will propel development of the tourism industry in Nigerian to emerge. Tourism affects the locals directly and that is why the Nigerian government should be more concerned about the lives of the people by ensuring that the tourism sector gets the needed attention by various government and stakeholders in the country. With this, Nigeria become an enterprising nation that tourist will always like to visit without hinderances of insecurities, lack of infrastructures, poor communication network etc.

Though the Nigerian government have done well averagely in the petroleum sector, but there is need to divert attention from the achievement made from the petroleum industry but look into new ways to generate revenues from the tourism industry afterall I can vividly say that our too much dependence on the petroleum industry have caused us so much harm than good. The reason being that presently, only a section of the Nigerian State is producing crude oil and the only place this is sourced is from the South South geo-political zones of Nigeria which are being regarded as the Niger Delta region. The South- South region include Rivers State, Abia, Akwa Ibom, Bayelsa, Ondo, Cross River, Delta, Edo, and Imo constitute Niger Delta region. We will be relating to this as we go further on the research work. So there is need for the government to sit up and do eveything possible within her means to revive the tourism industry. Unlike petroleum that is just available in a section of the economy, untapped resources that can sustain the tourism resources are available in every states and local government in Nigeria. Harnessing these gifts will provide economic stability in the country and the socio-economic status of the people will be put into shape. Hence, the Nigerian government need to focus on this industry for the betterment of the people..



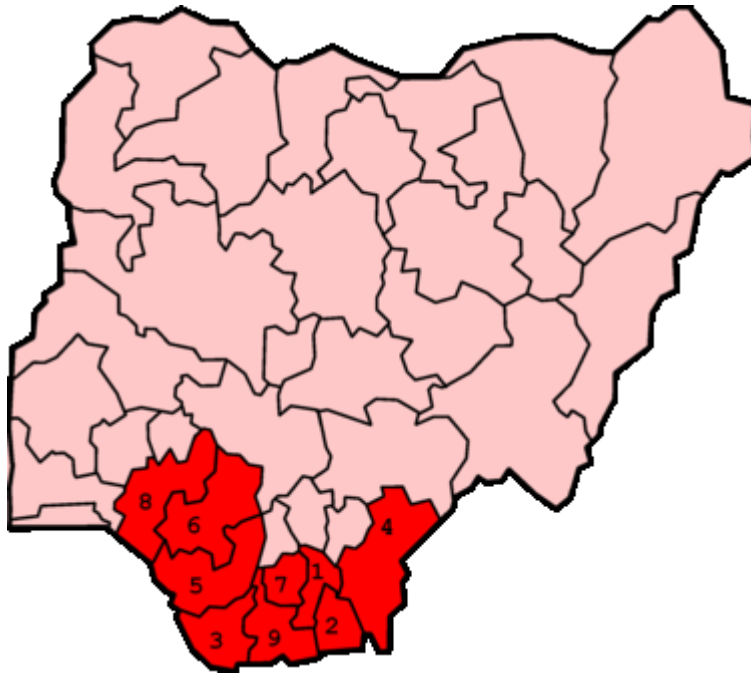


Figure 1.2 The section showing the Niger Delta region in Nigeria  
Source: [https://en.wikipedia.org/wiki/Niger\\_Delta](https://en.wikipedia.org/wiki/Niger_Delta)

### 1.2 Objectives of the Study

This study is aimed at analysing, identifying and explaining barriers to the development of the tourism industry in Nigeria and how the industry can be strategically managed and sustained. This research will look at the age-long problems or challenges that have hindered the progress of the industry and provide the points to stay afloat and compete with the top countries that are doing very well in the tourism sector. This is the target for this project so in view of this, the research will be looking at the following objectives

1. Identify the problem that have caused restrictions and stagnancy to the growth of the tourism industry in Nigeria by addressing obstacles
2. Strategically Integrating development objectives and raising awareness to the Nigerian people of the need to make relaxation and vacation a priority
3. Outline the steps the government can take to make the country suitable and be known for a tourist destination

4. Identify measures the government can make to improve bilateral and international cooperation on improving the sector.
5. To determine a scope of building institutional capacity and integrating strategically effective training programs
6. To identify the collaborative strategies among tourism operators, governments and other developmental partner

### **1.3 Research Questions**

Research questions are questions that are well structured that is designed to help in the course of this research. From this project, the research question will be structured out if the questions to this problem will provide us the solution to the research work. The questions are as follow:

- a. What impacts and rows do top countries doing well in the tourism industry like Africa and the Western world play in the economic growth and development of their nation?
- b. Why have the Nigerian tourism industry not make significant and expected progress in the past years?
- c. How has the government intervened towards the sustainability of the tourism industry and why has these programs failed over the years?
- d. What efforts have the Nigerian government made in financially supporting the local and State government in reviving the tourism industry?
- e. How can the tourism sector reduce poverty, provide job opportunities and bring about economic prosperity?

### **1.4 Significance of Study and Contribution to Knowledge**

The study is designed to give signifant contribution to knowledge. Most of the literature review discussed strategic tourism management but only few talked about the impact. My paper will give an insight into how each of the element has an impact on the economy and how it is going to serve as a tool for researchers and academia to build on.

The study will also allow the government of Nigeria to prioritize the tourism industry as a tool that can facilitate and enhance the economy. The study will also enhance the development of the local community. The implication of the research is such that, it will build institutional cooperation and enhance International frameworks.

The research will also make it easier for the incorporation of governance into the country's sustainable tourism practices. It will also contribute by means of conservation and researvation of Nigeria's natural resources for future generations.

The study will also bring planners into considerations of the role of the local community in achieving sustainable development.

### **1.5 Scope and Limitation of the Study.**

This research is basically on Nigerian tourism industry which was mainly focused on Ekiti State as a State study and though giving an insight on what the rest of the States in the country should look like. The limitation was the difficulty in reaching the tourism sites but good analysis was later made from the Ekiti State tourism industry that was later made to be a reference point as to what should be expected of the tourism industry across Nigeria. The limitations of this research was that the information that would be collected would be from the tourists who are majorly in popular cities in Nigeria Ekiti State, therefore generalising the findings would be a limitation. Aside that, the number of people who responded to the survey were very small compared with the over all population in Nigeria.

### **1.6 Definition of Terms**

**ECONOMIC IMPACT:** This is the positive effect that is made on economy factors such as on employment, interest rates, commerce and incomes which is caused by the implementation of policies or market trend.

**ECONOMIC CONTRIBUTION:** This is the positive impact strategic tourism is going to bring to the economy through the tourism industry that will sparkle increase in social welfare by promoting industrial vibrancy, balancing the welfare of the people, creating more jobs and improving the lives of the people.

**FOREIGN DIRECT INVESTMENT:** A foreign direct investment (FDI) is an investment in the form of a controlling ownership in a business in one country by an entity based in another country. It is thus distinguished from foreign portfolio investment by a notion of direct control

**GOVERNMENT:** These are top officials that control the way policies should be made. They are also involved in making the decisions that are to be abided by and to see that laws and order are being maintained. The Government are the Head or the ruler in a particular community or nations.

**GOVERNMENT POLICY:** These are laws made by top officials, rulers and top governing bodies to regulate the actions of companies, organizations, companies etc in ensuring orderliness in a country or state. It is the law and directive given out to maintain law and order and to guide plans, decisions and actions

**GROSS DOMESTIC PRODUCT :** The best way to possibly mention an economy is through the Gross Domestic Product. A good indicator of how a country is performing economically is through the country's GDP. It is being measured as per the growth in a year of the total goods and services.

It is the ground total of the goods and services that have been made in a year in a particular country. It is used to measure the standard a country has attained in terms of economic development.

**INTERNALLY GENERATED REVENUE:** This is the revenue that is being produced internally within the jurisdiction of the state government

**INSTITUTIONS:** Institutions are educational centers where knowledge is being accrued. It is also a center for professional purposes that take actions into account. It is meant to promote a particular cause

**MANAGEMENT:** Management means getting the work done. This involves the control of things, people through supervision and monitoring. This is often achieved through collaboration of different people for the specific assignment.

**REVENUE:** this is the capital made from the business or from an organization which are mostly the profits made over time. An organization receives revenue over a period of time usually from sales received from selling goods and services

**STRATEGIC TOURISM PROGRAMS:** These are programs designed and centered on improving the tourism industry. The programs could be a center of learning the necessary skills needed to move the industry forward, it could also be an agenda set up by the government in improving the industry.

**STRATEGIC TOURISM:** A government needs a strategic move to fully bring about a well equipped industry. A way of implementing a long term plans for a progressive industry to adequately bring about the needed result.

**TOURISM:** The travel tourist make that allow them them to stay a night or certain period of time at a destination

**TOURISM INDUSTRY:** This term does not have a fixed definition but can be described in the basis of tourist moving from their usual place to another place for a space of one year or two or for a limited time for a specific purpose be it education, job, sport, religion, pleasure or business. It can likewise be described as the business of tourists to be accommodated, attracted or entertained in a specific place.

**WORLD TOURISM ORGANIZATION:** It is an agency associated with the United Nations responsible for promoting responsible, sustainable and universally accessible tourism

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter analysis various literatures that has been written concerning the importance of the tourism industry and the contributions it can make to an economy. The chapter deals with policies and planning that can be used to improve the tourism industry with reviewed literature. The chapter also reviews strategies to be put in place to improve social amenities and infrastructure. The chapter also provides the benefits that can be accrued through the tourism industry and the interventions that can be made to revive the industry

#### **2.1 Tourism industry and comparison with other countries**

In Nigeria, previous governments have shown the desire to develop the Tourism industry. Unfortunately, this desire have only yielded just an infinitesimal results or effect on the Nigerian economic development. There is still need for the government to do better by implementing policies that will encourage participants of the private sectors and awaken the sleeping giant of Africa out of this quagmire and also put the country on the right path among the committee of nations of the world.

Kenya, South Africa, and Gambia for example, are good examples of countries that have been transformed and developed socio-economically through the efforts the governments have put into tourism industry even though giving comparisms within the African spheres. The Kenyan government for instance have been able to position the ordinarily lives of the citizens because there is proper awareness and they have come to

understand that commitment to the tourism industry would eradicate poverty and create employment to the men, women and youths. Through this, they have been able to lay down building blocks of peace and provide sustainability to the tourism industry.

it is of great importance that a nation should always have more than one primary source of generating and boosting national income, most especially income being accrued from foreign exchange transactions. We all know that the tourism industry, (whether it's in a developed nation or a developing one) always increases foreign exchange transactions within that country. Hence, this research identifies and addresses the challenges preventing Tourism growth in Nigeria. It also looks into the identification and analysis of the roles and contributions of the various Nigerian Strategic Tourism Programs that are being implemented by the Nigerian government and how these roles and contributions could help to develop the Nigerian Tourism industry as a whole.

Although when tourism is being pronounced, we could quickly identify the bright side of it as in the so many advantages we could derive from the sector. As illustrated by Bunja (2009), the tourism industry has gained profound interest in a short span and have developed among top industries the world can ever rely on in terms of export earnings. Bunja also described that tourism has been the greatest multiplier and business growth, also a catalyst in job creation and a source of wealth for many nations of the world. These benefits also come with other challenges or problems if I may say and certainly these advantages exist especially when the tourism industry is not well managed by those in charge of making sure it works like the policies and programs that will be made, how to manage the tourist in terms of beautification, favorable conditions proper laws being put in place, the maintenance of infrastructures, air pollutions, water pollutions, crimes that might come with this and a lot more. In the long run, these disadvantages cannot be compared with numerous benefits that are being accrued from the tourism industry. We will be looking at these advantages and disadvantages later in the research paper.

This research paper will be made in comparison with some countries of the Western world and some African countries that have resourcefully maximized their efforts to develop and see into the future the transformation that can make in the country and the lives of the people.

Making an instance in South Africa where the country's tourism industry has become a big sector with diverse cultural heritages and reputation and in which most African countries and the rest of the world travel down for leisure and where holidays have become the norms. Their beautiful value delivery has made the country's tourism one of the fastest growing industry and business travel destinations in the world. Their diverse climatic conditions, eco- and cultural tourism through adventure, sport and paleo- tourism have increased the value of the tourism industry over the time. The South African government have been able to provide jobs for the ordinary man and the consequence of this have drastically reduce poverty to the bearest minimum through the modern day engine of growth, that is, tourism which have also cause vital economic recovery for the South African people. The multiplier effects of tourism have translated local communities and the destination into a mouth watering experience. The Nigerian government also patronize the South African side and even invest in it by paying taxes each time we visit for pleasure, relaxation and enjoyment instead of finding ways and developing strategies on how best we can stand secured to bring the world to patronize their products. Largely said, efforts can be made by the government of Nigeria in putting efforts together to produce excellence of such with the vast resources the country has.

## **2. 2 The South African tourism and the economy**

For every 12 jobs, the tourism industry in South Africa as at 2012 have accounted for 10.3% of jobs in the country which have also brought progress to the country. ([\*South African Yearbook\*](#) Reviewed 7 December 2012)

The tourism industry the same year contributed about ZAR 102 Billion to the South African GDP. In other words, there has been drastic reduction in unemployment rate in the country due to the contributions and investment the



tourism sector has contributed to the sector. South Africa tourism industry accommodates many international tourists through any African countries.

South Africa has appropriately developed a source that will eventually enrich the local communities and advance through the course of time eradicate poverty amidst the people through the tourism industry. Graham, Papatheodorou and Forsyth (2010) claim that South Africa is a 'world in one country' and reason being that the country is vastly rich in resources like game reserves, mountain resorts, beaches etc that can sustain tourist all over the world. This is certainly a project for a sustainable development that is being targeted to the countries of the world especially many African countries to basically eradicate poverty and provide jobs for a lot of people who are very willing to work. One of the things one will find so desiring in South Africa is their world class infrastructure that is mouth watering. No wonder the country's tourism industry is playing a leading role in Africa. Much to be said about is the infrastructures, the outstanding friendly people, and safety of the tourist when they come visiting which is also one of the major concerns that give given tourist the opportunity to have a desire to return to the destination.

Mo, Howard and Havitz (1993) describe that the developed countries that are so concerned about visiting a particular place wants to also see that where they are visiting in a way looks developed like theirs in terms of infrastructures like good roads, electricity supply etc. Dwyer L. (2004) emphasize that these developed countries are the ones who leave their places to visit different destinations and they play a major role. The first time an African country hosted the world's most popular tournament (world cup) was being hosted by South Africa. This didn't just happen. There is a level playing ground in which any African countries could have hosted it but South Africa's unique features have already been strategically strengthened socio-economically, this made it easy for the country to host the world cup. In addition to this and of course, the world cup that was hosted in South Africa added more beauty to the country's tourism industry and improve it. A world record of 8.3 million international tourists was received when South Africa hosted the world cup in 2010 which thereafter grew the economy a year after

and beyond and in the face of numerous economy challenges (Hendricks et al., 2012). The following year in 2011 recorded a boost in revenue of about R50-billion because of the total number of tourist making up 73% of arrivals.

The South African tourism is well utilized while revenues kept on pouring in for the government. In addition to this, domestic tourism also plays an important role of creating employment and increasing the country's revenue contributing to 52% of total tourism consumption. Another area that is fast generating income is the cruise and rural tourism. The government is making plans in making this a force to reckon with in South Africa. The tourism industry has been designed as such that is of top priority for the South African government because it has become a labour-intensive sector in the country and the only industry that links across other sectors. It is the biggest job drivers in the South African economy today according to the New Growth Path framework.

### **2.3 Harnessing the Nigerian resources for a better tourism industry**

The Nigerian government needs to be consistent in drawing out a framework and go back to the drawing board to rebuild the tourism sector which will in the long run bring a level of pride to the country. Aside Lagos State, Calabar and a few States in Nigeria that have been making efforts in producing a distinctive environment and a place worthy of being called a tourist destination, the Federal government of Nigeria must in their effort produce the necessary policies and support for every local government, region and states in the country that have rich resources but being limited by some financial restraints.

The federal government must launch the campaign of support to make the industry a key area of their agenda because the tourism industry is a fundamental area where an economy can be revived and bring lasting growth to the entire populace. What the tourism industry needs to survive anywhere in the world is an enabling environment like good road networks as emphasized by Tefler and Sharpley (2008) and the Federal government of Nigeria should make all efforts to put this in place. Tourist desires safety first in a particular place and what can get them motivated can only be a place

where they are assured of security. Efforts must also be made by improving infrastructural facilities of the country by providing good road networks, improving the telecommunication sector and building modern facilities. According to Dickman (1994), illustrates the history of tourism and how it has changed over the time because of the role development of infrastructural facilities like good road network have played. Kaul (1985) also describe road network as one of the main components that strengthens the tourism industry.

The Nigerian State with so many of the world's resources deserves more of what is being offered out to the economy but mismanagement by Nigerian rulers have reduced it's effectiveness. All hands must be on deck by all Nigerians regardless of our political status and we must make it a collective responsibility. The Nigerian government must make plans to develop the proficiencies to initiate and implement effective policies and programs in the tourism industry that will bring about a national cohesion and development. This is one of the valid benefits why the industry must be revived. Basic skills must be developed by the institutions that will spur international engagement and bring about a virile economy. The only way the Nigerian economy can be enhanced is by bringing efforts together by the government to revive the sector for the overall well- being of Nigerians and with this, our national cohesion will remain strengthened and well positioned.

The South African government effort in ensuring the survival and sustenance of the tourism industry ensures the free movement of their people around the country without any tribal, religious or ethnic restraints. This is because security is at its peak which also assures and guarantees free and efficient movement of international tourists in the world over because security is assured for tourists in any destination in South Africa. The South African tourism excellence across the African continent is due to the good policies the government has been able to devise and implement. This was done by the South African Bureau of Standards and the National department of tourism. The National Tourism Sector Strategy that was launched in 2011 ensures that the tourism industry reach its full goals and objective by creating jobs and reducing poverty, expanding the Nation's foreign exchange, bringing

about social inclusion, exporting services across the world, uniting the people through understanding and respect for their diverse cultures. Sofield *et al.* (2004) describe the tourism industry as being aligned to alleviate poverty through global efforts. Bennett *et al.* (1999,p.1) explained that, what differentiates the tourism industry from other industries is its ability and potential to contribute to poverty alleviation.

The enabling environment in South Africa has also enabled foreign investors to patronize the country. This is due to the government efforts in ensuring a consistent and empowering growth to the industry. Tourism at all realms be it medicals, wild life, and in all facets the tourism industry lies are being taken serious by the government. Even though the country has their restraints and limitations, records still has it that among the Top 5 African countries in Africa performing at an excellent height, South Africa tops the list. The poverty rate that might be presently being experienced in South Africa might be due to other sectors not performing as required. The country's position stands that the tourism sector is the highest employer of labour.

It is on record that South African boost in the numbers of tourists since the period the sector first started receive mainly the Nigerian people. In other words the industry has a target plans to bring major African tourists in Africa and the rest of the world for sight- seeing and visitation which will eventually boom the industry. The South African tourism sector has received immense support particularly from government and through private partnership. Nigeria must endeavor to learn from these parts the South African State has thread on.

Nigeria being a multicultural country of over 500 ethnic groups can maximize the population to fair well and make something out to develop the industry. The major ethnic groups which are the Hausa, Igbo and Yoruba have excellent cultural diversities that can be commercialized to bring revenues to the government and increase capacity for job creation. As I have earlier emphasized, the country having 36 States with the Federal Capital territory, have the capacity to attract tourists across the world because of the enormous resources in all the States. One major factor that is still drawing

the country back is the government unwillingness to invest in the industry. Our focus which is the crude oil even has timing or capacity to dry up according to how experts viewd it. In Nigeria, the resources are diverse and they are both in solid minerals and liquid minerals. The solid minerals are natural environment and those resources that can be made or improved to make the tourism industry stand while the liquid minerals are mainly the petroleum products.

#### **2.4 Existing tourism in Nigeria**

Of all the states in Nigeria, Lagos State has always been at the forefront of cultural diversity. Lagos State is a megacity in the whole of sub-Saharan Africa that has the highest number of population in Nigeria of over 25 Million people that have at least a representative of every country in the world. It is the fastest growing city the world ever has and the most populated city in West Africa. Lagos State of Nigeria has a comparative advantage over other States by developing the coaster areas and maximizing the population of the people. Aside this, the Island in Lagos and the riches of cultural diversities has given it the advantage to lead the tourism industry in Nigeria. The Lagos State government has also initiated plans for the sustenance of the industry by ensuring the strategic management that can allow the industry to thrive is being put in place.

The infrastructure in Lagos State has over the time improved to the taste of tourists and travelers all over the world. Even though there is still much to be done by the Lagos State government, but at least the state is still leading in terms of tourism in Nigeria while a few more states are also playing the same part. More than any other state in Nigeria, Lagos state internally generated revenue (IGR) is more than any compared to the rest of the state in Nigeria. The Lagos state revenue alone is large enough to equate 3 African countries main revenue. It is a state that has over 2000 industries along with coaster areas and the tourism industry expanding on a daily basis. In spite of this, there are still flaws that can be corrected. The ideal of a modern day transformation around the tourism industry can be achieved not only in a state or some states in Nigeria but as well as other states in Nigeria.

All states might not be lucky as Lagos state in terms of its coaster areas and population into the main land and Island but there are resources in other states as well that if well utilized can sustain the state and eradicate the poverty line amidst the people. With the public and private partnership that the Lagos State government delved into, the state has been able to make some sustainable infrastructural development especially on the Island where the tourist visits mainly. Generally, what must not be waved away is the fact that the tourism industry in Nigerian needs to be invested in as much as necessary. Tourism is the power house of any country as at this modern time to eradicate poverty, create jobs for the people, increase the government revenues and a lot more. The advantages of planning and exercising strategies to bring the desired change to the industry should be the priority.

While Lagos State and some states in Nigeria are doing at least quite well in the industry, some are yet to begin. Remember, as I have earlier emphasized that Nigerian as a whole is filled with so many natural resources that can better the lots of the people. Ekiti state which we will be making as a case study has numerous potentials with vast resources and though the general discussion is about making the tourism industry in Nigeria work and attain the height for global recognition. Ekiti State for example have vital resources that can be developed and harnessed to create job creation, internally generated revenue, beautifying the environment and putting the state ahead of others. One of the splendid resources the state has is the Ikogosi warm spring which has a natural splendor to produce the warm and cold water. Though the state government is putting effort to maintain this place, these efforts are not still enough talking about the number of visitors the state is meant to be receiving on a yearly basis. One good reason why the Federal government must compliment the efforts of the state and the country generally to bring about the needed change the citizens want. There are limit to what the state government can do especially when it comes to making some laws that the Federal government needs to enact. According to section 17 of the 1999 Nigerian constitution, it is the Federal government obligation to protect the overall resources within the constitution as vested by law. So there are laws

the state government is limited to that only needs the intervention and assistance of the federal government.

Summer break is around the corner again and experiencing such break is common outside the African continent. Summer break as it is called is a period of long interval break where tourists or people especially in the developed countries of the world spend to travel to anywhere they desire for leisure, relaxation and enjoyment. One of the main reasons why the African continent is different to the rest of the world is in the tranquil weather condition. All across Africa, the weather is so balanced that a break can be experienced anytime of the season somewhat unlike across Africa where there is a longer time for the summer and the winter to come. The average man in Nigeria that has a considerable income or most that are in the class of the rich people desires to spend their summer break outside of the country instead of visiting our indigenous local areas and encouraging our local production to grow the economy.

It is a known fact that presently, we don't rank among the best in Africa in terms of the number of tourists each country receives, but at least, our first loyal patronizers must also come from home. There is a saying as at 2016/2017 in the Nigeria of today which is common during the Mr Buhari (the President of the Federal Republic of Nigeria) that the Nigerian people should buy the local products to grow the Naira which in other words means Nigerians are encouraged to buy the locally made goods to save, revive and boost the economy. This is a well said statement to stoke patriotism and trigger growth within the country which will ultimately improve locally made products. A statement that triggered responses all over the internet as at that period which also propel one of Nigerian successful business icon who is also a member of the Senate to respond positively to, Senator Ben Murray-Bruce.

According to Senate Ben Murray- Bruce, (2016, Feb 13) encourage and inspire Nigerians to not only buy the Nigerian local products but also to develop the habit of promoting our local manufacturing products. This statement personally inspired me and perhaps Nigerians should start from

there regardless of our present states in as far as the tourism industry in Nigeria is concerned. Senator Ben Murray Bruce also emphasized that Nigerians must change their mentality of having a notion that goods made from abroad are only the best. This debate as at that period made the Senators took a campaign and amend a procurement act to see that locally made products are well patronized which will eventually boost local production and grow the local industry. This law will bring into strict focus that locally made products are patronized before any consideration for foreign goods. These laws will be mandated on public offices and government agencies. With this, there will be a guaranteed market for local manufacturers within the country. When this law is done and abided by, Nigerian's foreign exchange will improve because there are low demands on foreign products. The foreign exchange will therefore be used for only what is deemed for and not on any unnecessary purchase of foreign goods.

We should see the best in ourselves and in what we produce. Some of our products in Nigeria are even far better and lasting than the ones made from abroad or the developed parts of the world. With this kind this comes as at a period when a new government emerged in her zeal to resurrect a deteriorating economy from past governments. A situation when the economy was nose-diving and it seems everything is turning apart. A period when our total dependence on crude oil is enormous and no other source to depend on was available. It was such a period when the Nigerian economy really needed a boost in the economy to bend from our total dependence on petroleum into other sector in the country. This is to encourage the country's product to be used instead of being so dependent on foreign goods.

Laws are made and although the laws that was intended to be made was faulted and argued upon by some Nigerians that patronize only local manufacturers felt that efficiency of the locals to compete with foreign products will be reduced. The argument from some Nigerians are that if the locals are to be patronized as said by the senate, then the government also must make the environment conducive enough to enable easy patronage from Nigerians. Some also argued that competitions are normal in this ever changing time in a competitive world. Generally, if the environment is made



conducive for locals' patronage, Nigeria will also be a country that will be able to market her product outside the country and to the rest of the world. With this in view, exports can be encouraged and the foreign reserve will improve exponentially.

## **2.5 Limiting factors militating against the growth of tourism in Nigeria**

To say the list, this deteriorating time eventually hit upon the country's only source of revenue which is the petroleum industry, because the product is being sold at a rate dwindling amount than the usual. So at such a time as this in the most populous black nation in the world, the solution to the numerous challenges the Nigerian economy is having is to diversify and concentrate efforts to develop other sectors that could ease strain on the petroleum sector. The Nigerian government has been so dependent on the gains from the petroleum industry to cater for the welfare and sustenance of the economy. In fact, more than 80% of the country's annual budget comes from the produce of crude oil when other natural resources that could have make up the whole of the annual budgets are available everywhere in the country because other resources perpetually face neglect and because of lack of concern by the Nigerian government, these resources have been redundant.

The vital diversification that can be more rewarding as such a time as this that can be evident enough is focusing and investing on the tourism industry. This is the only way there can be structural stability to the numerous challenges the Nigerian economy is presently having. Perhaps our too much dependence on crude oil has reduced our zeal to exploit other resources. The United State of America is also blessed with both liquid and solid resources but the government earnestly through the desire to expand their economy did not limit their targets on the petroleum industry but also ensure that other sectors and industries are functional.

Some limiting factors that are drawing back the growth and sustenance of the tourism industry in Nigeria are highlighted below:

- a. Lack of zeal by the Nigerian government to invest in the tourism industry

- b. Insecurity issues
- c. Too much dependence on crude oil
- d. Corruption ravaging the country
- e. lack of basic social amenities and infrastructures that could sustain the industry

**a. Lack of zeal by the Nigerian government to invest in the tourism industry:** The Nigerian government must ensure a collective effort to assume the challenges and opportunities arising from the tourism that have caused a robust economic prosperity in other countries of the world like Spain who's tourism industry improved the people's social well-being and lifestyle and have also impacted on the economic growth of the country.

**b. Insecurities ravaging Nigeria:** this aspect is one of the worst and if not the worst hinderances to the growth of tourism development in Nigeria. A lot of killings happening around the country, the Fulani herdsmen destroying the lives and property of the people and sponsored bomb blast by the Boko Haram insurgence. Instead of these terror groups to be decimated, they are growing in strength and there has been no clear point on whether these terrorists will end soon. Safety is the first criteria a tourist considers before going for a trip. The lives of every individual matters and with this kind of negative development, the tourism industry and even several industry will not grow. There is also likely to be stagnation in all these parts because of the uprising terrorism that have climaxed which have led to vicious killings, reprisals, attacks and counter- attacks of the Nigerian people.

**c. Too much dependency on crude oil:** Jettisoning the petroleum sector completely is a bad idea but supporting an economy by raising the efficiency of other natural resources consumption will ogur well for the Nigerian people because aside raising the standard of living of the people as a result, it will also provide employment and reduce poverty, it will also add positively to environmental sustainability. The United States of America is a good example of this where the country is blessed with both solid and liquid minerals in which the American government is maximizing efforts in providing the capacity for all sectors to be efficient.

**d. Corruption ravaging the country:** The tourism industry can contribute to the reduction of poverty allow sustainable tourism development if the government is ready to tackle the age-long corruption practices ravaging the nooks and crannies of the country. There is no sector of the country in Nigeria that corrupt practices are not being pronounced. This kind of negative vice will hamper development which is also likely be evident in the funds allocated to revive the tourism industry sector. Corruption is a big challenge to the progress of any country as funds meant for a specific assignment might not be channeled into it and can in the long run make a complete mess of the project.



Figure 2.1 showing the rate of corruption in Nigeria

Source: <https://tradingeconomics.com/nigeria/corruption-rank>

**e. Lack of basic social amenities and infrastructures that could sustain the industry:** One of the main impediment militating against the growth of tourism in Nigeria is lack of infrastructural development like electricity, water, good roads, poor communication system etc. Chew (1987) argued that one of the magnetic factors that attract tourists to a certain destination is the road network. Poor infrastructural facilities are major obstacle to growth and development in Nigeria. There is no way the tourism industry can be a tourism destination when the roads leading to the destinations are in such a disastrous form. Electricity in Nigeria is presently not encouraging as the country of over 180 Million people is still depending on a 5,000 MW of electricity as at May 2018. A report in the year 2017

through the Vanguard news and affirmed by the spectator index of the world's worst electricity supply in 2017 stated that out of the 137 countries tested, Nigeria was ranked as the second worst nation in the supply of electricity. It is unheard of it that Nigeria who has sufficient gas supply and abundant water reserves could be suffering in total darkness perpetually. On this regard, corruption is also one of the reasons why the electricity sector has not yet been able to produce the necessary Megawatts sufficiently needed for the country to utilize even though over the time, different governments have actually tried to fix this impediment that have reduced the productivity of the Nigerian people.

Some of the other constraints in Nigeria impeding progress towards the country's tourism industry are:

- I. Poor protection of our environment and resources
- II. Lack of proper education, trainings and institutions
- III. Private sector's partial commitment
- IV. Inadequate resource and funding of the tourism sector
- V. Poor management and structures for the development of the tourism sector

- **Poor protection of our environment and resources**

At this age in time, majority of the people are yet to be cognizant with the vast resources around them and ignorant is really at play to appreciate what "Mother Nature" has blessed the country with. Lack of knowledge of what can make the tourism sector useful is not being respected by the people who engage in illegal hunting and cutting of trees. This should be stopped and discouraged by the government in putting in place policies that can reduce or put an end to such illegal abuses.

- **Lack of proper education, trainings and institutions**

According to World Tourism Organization (1998), it is of necessity that training courses and educational institutions are put in place. Lack of adequate education and effective trainings can deprive the industry from

opportunities and that is one of the major problems in Nigeria today. When institutions are raised those who can cause disorder in the society are given support for proper education and when trainings are done to engage the rural areas on how to manage advance technologies which is otherwise known as lack of technical know-how, then the course to bring about transformation of the tourism sector will definitely improve.

- **Private sector partial commitment**

The private sector's lack of commitment to build partnership with the local communities could mitigate the stability of the industry. At the other hand, when the private sectors take into cognizance that there won't be incentives for their efforts to develop capacity for the local people, then they will lose encouragement to perform.

- **Inadequate resource and funding of the tourism sector**

As earlier emphasized, the government's view towards the industry has limited the progress and potential of the tourism sector and because of this view, there has been less focus on the industry to get it funded. The industry should be seen as strategically important to the Nigerian economy so that necessary plans, policies, actions and resources will be used to support the industry, if these are not clearly drawn out, the tourism industry will be missing on so many opportunities.

- **Poor management and structures for the development of the tourism sector**

Adequate managerial roles should be put in place and structures that will help put the industry in shape should be prepared.

## **2.6 Policies and planning system**

Policies must be made by the Federal government that will take measures in ensuring that the local areas are being visited by the persons who would have loved to travel out of the country to relax and have pleasure or enjoyment.

This same analogy above is the one that is supposed to be used even by our senators to reinforce laws that will enhance development of the tourism industry forward to the desired position. By patronizing our made in Nigeria tourism sector, this will create multiplier effect that will enable creation of jobs, and provide satisfaction to all States of the Nation because of the self-pride each states will derive from the contribution. One reason why we have tribal wars, religion and other disunited forces is basically because there is a notion that a small section of the Nigerian state produces what the country depends on for creation of wealth which does not even goes down well satisfactorily into all the states. When the country's potential is being maximized and used effectively through the tourism industry, there will automatically be relative peace in the country and rapid growth that will eventually lead to general economic robust in all sectors.

## **2.7 Strategic tourism management**

There are number of advantages the tourism industry can bring along in a particular country if the purpose of establishing the sector is clear. Nigeria as a big economy base with potentials for greatness can be promising in becoming the best in Africa and compete with the rest of the world. A country that has about 190 million people with extremely rich resources averagely can put efforts together to revive other sectors of the economy especially the tourism industry. This is possible if the lying potentials can be strategically managed. Management in its simplest form is getting a job done. Better still, we could describe it as a way of controlling, maintaining and using effectively resources that are available judiciously and meticulously. Murphy and Murphy (2002) stated that managing includes organizing, planning, controlling and leading. Mismanagement is evident in the petroleum sector that is why even though our main dependence is on the petroleum sector, the resources are still scarce in meeting up with the welfare of the people.

Nigeria might be a place that has been producing the richest persons in Africa like one of the successful richest man who is worth 13.6 in Billions of dollars the country have ever produced, Aliko Dangote (Owner of Dangote Group) and a number of persons who can compete with the world riches people like Bill Gates who is worth 89.2 billion USD but the truth is that Nigeria will remain in the poverty line if the dependent on crude oil remains a priority.

Nigeria's estimate of riches as a country cannot just be on a particular person like Mr Dangote of over 180 million people or having more than half of the population below the poverty line. According to Mrs Maryam Uwais on January 19 2018, the special adviser to the President on social protection, it has been estimated that at least 68% of the Nigerian people is living below the poverty line. This is the basic truth and the best way out of this quagmire is to diversify and look inwards to other resources that can sustain the economy especially by focusing on the solid minerals. The tourism industry has provide Nigerians with the way out, the success of the sector is left for the politicians in government to play their role effectively that posterity may also judge right.

The Nigerian Government's Economic Recovery and Growth Plans (ERGP) organized by the present Nigerian government under President Mohamodu Buhari on March 23, 2018 at the Special Executive Council meeting saw the need to recover the economy which is basically emphasized on three main objectives of investing in the Nigerian people. This motion was faulted by Mr Bill Gate's, the successful business philanthropist and Founder of Microsoft cooperation that the plans and priorities do not invest in human capital and does not meet the people's needs. Gates having had the experiences of contributing to the Success of the America nation encouraged the government of President Buhari to focus more on other resources that will directly impact on the lives of the people. Gate's advice that the government should use judiciously the country's natural blessings that has more than enough potentials and the ability to improve the people's lifestyles. Gate's also alighted that the Federal government should diversify the economy and shift attention from the crude oil sector and reflecting more on what can

engage the people like the tourism sector, the petroleum sector that has brought a lot of divisions on the nation because it is just being produced by just a small section of the economy and our leaders have shown little concern in that area.

Even though the good intention of the President remains on revamping the nation and recovering our stolen assets from those who have served in the public offices, Mr President must still go ahead without being discouraged to recover these assets by any strategic means and investing mainly on the tourism and Agricultural industry because only the sector can guarantee the prosperity of the economy, the only alternative means to turn the economy around, reduce lack of employment and the only way to generate revenue to the government. The only way to go is indeed to make a diversification program that will play a Messianic role in boosting the economy towards a better Nigeria and a total independence as a nation. The exploitation and exploration of the country's mineral resources can also play an additional role.

One of the essences why the Nigerian government should begin to look for a way to revive the tourism sector is basically reduce poverty and provide employment that will be sustainable. The tourism sector is the only sector where the resources of a nation can be maximized and used to empower the local people. We can relate that the jobs available even with so much dependency on our crude oil, only experts and well learned professionals can work in the sector. But the tourism sector creates the chance for skilled and unskilled workers to participate and have something doing. What the Nigerian government needs now is the willingness to begin investment on this particular area and create awareness among the people especially through the media, great thanks to the technological age we are now in. The approach for prosperity of the people must first be initiated by the Nigerian Federal government because they have the means possible especially with monetary supports and making of policies. The consideration for local community participation in the decision making must also be encouraged. This is the way to go to eradicate poverty within the Nigerian state.



There is a role management plays in bringing about a desired change in a particular situation. The effective managerial role that will be played by the Nigerian government will go a long way to balance those things that needs to be fixed and that will ensure the tourism industry is revived. Below are the benefits the Nigerian government derive from the tourism industry

1. It will increase the income elasticity and provides growth to the market.
2. Highly demands in terms of labour. The good side to this is that the demands to labour may just be unskilled, skilled or professional. This enhances human capacity which provides professionals and experts in the sector
3. One of the advantages the tourism industry brings along is that, it is dynamics and could take different strategies to produce results
4. The tourism industry is unique in that it has linkages that link other sectors together. Both Private and public partnership

## **2.8 Tourism Policy and planning making in building a sustaining tourism industry**

Without proper planning, the successful implementations of the government ideas may not be evident. Planning in such a way that will encourage and ensure the 36 states in Nigeria have a sense of belonging and responsibility to take. Like I earlier mentioned, all the 36 states in Nigeria have rich resources that can sustain the states and provide more revenues for the government. Our diverse rich resources in culture and way of life could be well harnessed if proper plans are put in place. Without proper planning, we might be having far too many social problems and environmental challenges that might be very difficult to tackle. No matter how far the Nigerian state has gone or made efforts towards the tourism sector, a lot is yet to be done. Although it is very demanding in the stages of proper planning for a successful tourism industry, the process of making laws that will enhance the development of the industry and the policies that will create better advancement is always so demanding, in terms of the financial aspect of the growing process. In process of time while the tourism planning is ongoing,

when these are being done and something goes wrong, the processes can still be redeveloped although bearing the time constraints in mind.

In the process of making policies in rebuilding the image of the tourism industry in Nigeria, the procedures are meant to be all inclusive. That is, with the participation of all local governments, regional, state government and national government, a well structured tourism industry can be guaranteed for the betterment of the people. These organs are meant to provide elements necessary for the tourism industry to grow including making strategic policies and creating institutions that will give the sector the drive and the capacity to grow and develop. With all these organs in place especially from the local and rural areas, the full details and information the government really needs will be provided by the full participation of the locals. The government needs more information to integrate proper planning to build a virile tourism industry that will last the test of time and compete with the top well doing tourism industry of the world especially in Africa and western countries of the world. A professional in the tourism field and perhaps a planner's job in these distinctions from the local levels to the national levels see into this and find a way to integrate these regions together at a supranational levels and do a follow up on how these will be executed. According to Mill, R and Morrison, A. (2006), these various planning approaches also bring along some advantages and disadvantages at the destinations where the approaches will be utilized.

Policies at any destination are being abided by from the National, regional and local government level based on the International scale. Guidelines to be followed and issues relating to making tourism plans are being provided by the international tourism organizations which include World Tourism Organization (WTO), World Travel and Tourism Council (WTTC), International Air Transport Association (IATA) and International Civil Aviation Organization. Tourism policies at different levels make diverse impacts depending on the scales at which they will be implemented even though the integration of these levels of planning is what is usually being needed for a successful tourism industry. For example, Inskeep, (1991) describe the National tourism planning as that mainly point at a lot of components ranging

from tourism policy, economic, a major infrastructure which is the tourism organizational structures, tourism marketing tactics, environmental and socio-cultural concerns and impacts. Unlike the local government level, the national and regional tourism planning have great significant benefits as described by the World Tourism Organization (WTO).

The benefits of carrying out strategic planning with national and regional planning as follows are; integrating the tourism sector into other sectors of the regional development plan thereby developing the linkages that mainly comes from the tourism sector, making the purpose for which the tourism industry was created a reality, it will enhance and facilitate the development of both public and private sectors in decision making, the benefits could also be to advance and balance the economy, it also has environmental as well as social benefits that could be resourceful to the society. Planning at the regional level has limitations of being done at the states and provinces. These are quite related to structural planning, tour programs and in the transportation networks. The World Tourism Organization (WTO) 1998, described the level regional planning as a level that requires experts, professionals and training courses to be handled. In the long run, the regional and local planning must run with the aims and objective of the national plan for them maximize the needed result more efficiently. The tourism industry can also thrive when all scales are being utilized and integrated at all levels of planning.

There are vital approaches that can be employed to boost the tourism industry but the overall consideration must ensure that the host that is, the local communities, are the first beneficiaries of the outcome. Hence the reason for the participants representing the locals are well structured and considered, Marcouiller (2007). According to Hall, (2008) the host should be the automatic benefit of the program. The government must ensure they bear in mind the comfort of the local communities that will enhance a sustainable tourism of meeting the present needs and sustenance for the future. Unlike how messy the Niger Delta region is where petroleum is being extracted the process of development are alien to the locals that have caused them a very hopeless situation of not sustaining their agricultural occupations. Efforts

must be made through planning and policy that will ensure see that the tourism industry is made quite different of caring for the host communities which is the destination point so that their lifestyle can also improve. This brings us to the fact that when decision making are being made, the government must ensure that the local communities are involved.

Tourism planning is simply an integrated approach considering the development from the local, regional and national planning that is able to bring other sectors together and achieve a common result. This is called in other words, the sustainable tourism development. According to Hakfoot (2006) the tourism industry has been recognized all over the world as an industry that have contributed to the economy in increasing the wealth of a nation, creating jobs, creating multiplier effects, and beautifying the environment. Tourism planning can also be regarded as a comprehensive approach because it is an inter-related approach that is factored upon a demand and supply basis.

The World Tourism Organization (1995) emphasized that the demand and supply factors should be part of the system because it is capable of bringing diverse sectors together and boosts the industry. The demand factor is based on the international market and also the tourist market that is having facilities and services that is being expended by the people at the destination. The supply factor at the other hand emphasizes on creating institutions elements that can place the tourism industry in a sustaining and reforming position. These elements include organizational structures that include the public and private partnership, schemes that facilitate marketing and promote strategies, elements that involve regulations and legislation. As stated by Gatimu (2008) that the tourism industry cannot function alone without cooperating with other sectors in the country. Therefore the tourism industry will remain sustained when other sectors like the local government and others work together to achieve a desired aim.

The Nigerian government's effort to transform the tourism industry must not only be focused on the advantages alone but rather find a strategic way to manage every disadvantages that comes from it. According to Bramwell,

Prat, Richards and Van der Straaten (1996), emphasized that in as much as there are negative aspects of tourism, the positive sides to it are also very enormous. McKercher (2003) describes that sustainable tourism comes with the advantage and the disadvantage side that must not be jettisoned. A way to manage the developing tourism industry in Nigeria is by looking at the method through which the industry can be sustained and this comes through managing well the disadvantages that come with it. There is need to be mindful that for the industry to have a sustainable means, there must be a profitable sustainability in a short and long term goal. The government must also ensure the media play the role of sensitizing the people on the need to patronize the industry especially for the well-to-do people in the country who find it easy to leave the country on any tourism of any kind. Efforts should be made by the government in the national, regional and local planning to integrate strategies and ensuring the environment is viable and sustainable enough for the safety of the tourist. Nonetheless, the approach is to ensure the sustenance of the industry for the next generation while preserving the present generation.

The tribal clashes among many Nigerians, religious and cultural conflict will dissuade through a viable and sustaining tourism industry. One of the benefits will be the respect for each other's culture and a willingness to accommodate one another. Egypt for example have embraced the desire to maintain and sustain the country's tourism sector including preserving the cultural heritages through the tourism industry (Helmy, 2004), the industry have over the time in Egypt grown to be one of the strongest industry in the country and largest employer of labour. Dahar (2007) illustrated that the Egyptian tourism industry started gaining prominence and as a way the government began to embrace the industry to stimulate economic prosperity only when former President Anwar Sadat's Open-Door Policy was introduced.

Following the Egyptian country in terms of the planning, the government has made it as such that it will be a sustainable development to cater for the present and future generation. As described by (Helmy, 2004), Egypt goal of planning is such that the planning approach to the tourism industry geared towards sustainability. As described by Gray, (1998) that the reforms in Egypt

tourism industry of replacing the policies on income substitution with an economic that is well managed and expansion policy due to the growth that is being experience in the private sector. The country now earns their revenue from the proceeds of the tourism industry having made enough investment, commitment and consistent efforts towards building the industry. Egypt has over the time, place proper planning and ensure policies are adequately implemented for a sustainable tourism industry.

The tourism industry in Egypt's contribution to the GDP have created massive employment and robust economic boost lately especially through the direct, indirect and induced system. Helmy, (2003) explained that tourism in Egypt has become a massive industry and has shown to be one of the most employers of labour. The regional and the local scale have added economic profitability to the country. The industry's efforts have been gone to the improvement of building the locals and created enabling environment for business to thrive thereby improving the standard of living and reducing poverty in the Egyptian nation. The social services being used and the facilities are being provided by the local communities which have come to be one of the strongest benefits for the nation. The result of adequate growth in Egypt show that there is a level of integration within the national, regional and local scale thereby creating the result the tourism industry needed to thrive on. Although there are still a lot to be done to attain an enviable standard in terms of creating an alternative tourist market and reforming the ecotourism sector, but at least efforts made by the country is enviable within the African continent.

Direct, indirect and induced contributions add up to make up a country's Gross Domestic Product (GDP). The government raises revenues through these contributions which add up to the GDP of the country. The direct impacts of tourism comes from the impact of the tourism industry that directly deals with the people particularly on transportation, restaurants, travel agencies, accommodation, attractions, entertainment, etc. These happen by the direct activities of tourism dealings. The indirect impacts of tourism deal with the profits that have been accrued from different sectors. Example of this is the purchase of goods between hotels and retailers, the impact of

purchases from suppliers, private tourism investment spending while the induced impacts of tourism occur through the direct expenditures of both direct and indirect employees like housing, food and beverages, recreation, clothing, household goods.

Planning is way of rebuilding and restructuring into a unified and more organized structure. It is an initiative taken by top government and higher authorities that must be attractive to tourists in a realistic and attractive way to meet the competitive market (Murphy 1985, p. 153). According to the World Tourism Organization (1998), planning should be done to meet the needs of the local communities and the benefits must first be accrued unto them. Over the time and in the general view of the tourism industry, the main agenda of the sector should be driven towards sustainability. In as much as planning is taken critically, the purpose to ensure the industry is sustained will become a reality. Proper planning system by the government authorities in the long run brings about a sustainable development Most of the time, the approach to be used is a bottom up structural planning that highlight the over all goals and development of the communities.

We must bear in mind that the pillars of sustainable development are enclosed in three main powers which are the economic, social and environmental dimensions. The Nigerian government in her effort to sparkle change and improvement needs to look into this and make it a guiding priority in strengthening the tourism industry. The planning system can go along with this three main dimension to put the Nigerian tourism industry in the limelight. We will be looking into these three dimensions that make planning perform a number of roles. We will also see how these have helped other African countries and Western countries of the world advance in the industry.

1. Economic role: this leads to making an economy vibrant and responsive by making sure that the needed support to ensure growth like the needed infrastructure and developmental requirements that bring about growth and innovations are being given.
2. Social role

### 3. An environmental role

The ever engaging and demanding industry of the tourism sector is such that improves the lives of the people especially the destination where this is being taken place, that is, the local communities. When the lives of the locals are improved, this will be evident in their way of lives, improved lifestyles, increase in income, revenues for the government, beautification of the environment and a number of positive values that will happen in the lives of the people. All these can be advanced and developed by the sustainability of the industry especially in the core main areas aforementioned of economic, social and environmental dimensions. Planning systems play a major role in providing a sustainable solution for the development of the Nigerian state. When these strategies are being deployed to improve the Nigerian tourism industry and when sustainable development is being pursued not only will the image of the country be improved, it will also add the following to the country which are that

1. It will definitely improve the living conditions of the people by having more stable income
2. Facilitate the creation of jobs to the cities, towns and villages
3. The welfare of the people will be improved and enhanced
4. Improving the environment by replacing old designs with new designs
5. Improving facilities and accommodation

The purpose of planning can only be done when considerations are being put into place like following up with the due processes of enacting the laws from the National to local government. As emphasized by Cooper, Fletcher, Fyall and Gilbert and Wanhill (2005), that government bodies be it State or local government should not neglect the aims and objectives set by national planning. The participation of the local communities to provide the needed information is vital. The planners have one major assignment of including the local communities in decision making as they might have a better ideas to support the process of making enquiries because in the long run, the decision making should be able to reflect the needs and priorities of the local



people. The Nigerian government indeed needs to take proactive steps to develop the tourism Master plan seeing into it that it favours the local communities because it is the destination that is being used for the tourism activities. This will be kind of problematic to the Nigerian government because of the challenge of making all the states in Nigeria a destination center for the tourism activity. In other words, this insinuates that since all the states have the potential of being a destination point, then there is need for the industry to place tourism planning and policy above other things else. Although there are the negative challenges that comes with the industry and the fact that the insecurities are still at a very large level, creating the tourism plan and policy will create the platforms to address that and vital improvement will emerge in the long run. The desire to start must first consummate the government because the only way to end poverty, lack and economic melt-down in the country is by diversification and this can be guaranteed through the tourism industry.

As seen in the situation of Singapore and New Zealand, the achievement that have submerged hunger, backwardness, lower incomes, and unstable economy is the fact that the tourism industry has been what the government have been able to invest in. These follows through following a tourism planning system that are being abided by and like it is for Singapore as the country dependency for improved standard of living and revenues mainly come through the tourism industry. No doubt, tourism is a global engine for growth and development. In the guest of the Nigerian tourism plan to make the necessary impact, it must be free of any political interference and must encompass all factors that can make the planning work. These factors include enhancing the economy, environment and the socio-cultural dimensions. It should be noted that as the Nigerian government strive towards making the country a tourism destination, efforts must be made in ensuring that the planning is driven in favour of a sustainable development with a definite policy that will bring about its manifestation within a time frame.

## **2.9. Policies for tourism planning**

**The tourism industry have sparked economic advancement over the course of time due to the** dominant tourism development that have come to play. As described by Mugambi (2011) that the government must ensure a tourism plan is structured that will bring about improved infrastructure and improved tourism industry. The advance countries like Spain, USA, Germany etc have got a strong tourism industry just because of putting in place structure of sound tourism policies. In this regard, developing and under-developing countries of low or flat economy are now taking cue from this to making tourism the solution to end poverty and improve economy for the betterment of the people. The intents why this is happening is so that the development that have brought more employments, increase in revenues, improved incomes etc to these developed places might be translated in the developing and under- developed countries when proper policies are put in place.

Merriam-Webster Online Dictionary (2007) define policy as “ A decision made that gives direction to present and future decisions that is selected from alternatives of options. Biederman et.al.,(2007) also described policy an action that is taken by government, region, states, locality or a particular country takes to develop the tourism industry Policies are put in place in the tourism industry to ensure that regulations are being followed by that will ensure the growth and improvement of the industry. If tourism will eventually be a success in Nigeria, the government must device ways to improve on the tourism policies and ensure that for every visiting tourists make, there is always a desire to have a revisit to the tourism destination. In other words, tourists must have an enhanced visitor satisfactions. And for the general goal of making a success of the tourism industry, the management and the general public must ensure a community and area integration, sustainable progress in the economy as well as making sure that resources are well utilized. Although this might seem too tasking or challenging, but then for tourism policy-making and general administration must ensure the tourism policy incorporate all sectors and participants are well involved from both the

public and private sector and from the local people who knows the area more than outsiders.

The Nigerian government must ensure that the tourism policy-making is based on the needs of the people and not from a selfish end so as not to hamper the economy in the long run. Hall and Jenkins (1995) opined that because of the complexities of making a tourism policy, it must therefore grow out of values by those who are reviewing it. There is need the Nigerian government exercise cautions so that they will not accrue more problems than necessary as it is in some countries where as a result of not ensuring that tourism values are in place, the system have been opened to mass tourism which have led to increase in immigration of tourists that have become unbearable and that have caused a number of environmental problems because of the so many negative vices that come along it.

As the Nigerian government enact the roles of the tourism policy-making and development, there is need for the experts to understand all what it entails of how it functions and the necessary trainings that are meant to be. There is also the need to undergo a lot of research and guideline development in knowing the need of the market structure. The policy making also underscore the fact that natural resource protection should be respected with culture and social adjustment. Therefore, if the growth and sustainability of the tourism industry is to be reconciled, new practices must be encouraged and implemented at all levels with both private and public partnership inclusive. To ensure local participation, the natural and cultural amenities can be handled and controlled by the communities and surrounding areas and emphasises must be made by the local jurisdictions in ensuring that the social welfare and quality of life of the locals are well guided. As asserted by Edgell (1990) that the policy must play a role of cohesively integrating the economic, cultural, political, intellectual and economic benefits of tourism in order to improve the lives of the people globally, provide them quality life and prosperity. The policy-making strategies must also be backed up by proper legislation starting from the local levels to the Federal levels. The policy decisions should also extend to making sure infrastructures such as good roads, constant electricity supply, clean water supply, industrial waste

disposal, health and fire protection are well put in place. Just as stated by (Batten&Kalsson, 2007) that it is very imperative that the infrastructure such as good roads that will improve reliability and also the quality of road surfacing. The tourism being made may undergo revision in the long run when the growth in tourism is becoming too excessive.

The growth of the Nigerian tourism industry is non-negotiable if efforts are being made to correct all anomalies and proper guidelines are being followed by. The choice is left for any government of a country, provinces States or local government to follow through what the advance countries are doing right to attain their desired tourism industry. Nigeria as an economy has the resources, man power all around the world that can propel change in this particular sector if there is unity of purpose to eradicate poverty and improve the lifestyle of the people and also put the nation in the high ranks where the Western world are. The following are the ways in which tourism policy formulation should be done that will bring the desired results. Theses are:

- Elements of a new tourism organization structure
- Directing the aim to a specific objectives
- Having a definition of purpose of what needs to be done
- Bringing together all sectors that could grow the industry
- Using the latest research tools
- Creating institutions that will support and enhance the growth of the industry
- Reaching a consensus of the goals and visions to improve the tourism industry

Tourism policies specifically guides the developmental plan over a long period of time. According to Sharma (2003), in as much as planning and implementation is important to the tourism development, it must also be time bound, a period when the purpose will be determined by a specific time as stated by Edgell (1999) that even though the tourism plan is put in place, it will be faced with so much difficulty for several years. There is need to bear in mind the necessary stakeholders here which are essentially the local communittees that can actually palce the plan accurately. Tourism policy all

over the world have been playing a major role in economic stability to tourism development. Many unstable policies are being made by the Nigerian government which have not helped to sustain the industry. Any industry making progress is being sustained by the quality of policies being made by the government. Adequate priority in ensuring the right policies are meant to experience sustainability.

#### **2.10. Strategic tourism planning**

**This is a process of being able to attend to new trends, maximize the benefits of tourism** changing markets and competitive market environment. This is also done without compromising the rights of the local communities. According to Hudman&Jackson (2003), future policies should be focused on the needs of the local and indigenous people. Lubbe (2009) also emphasizes that in as much as this policy is focused on the locals, caution must also be made to enact the formulation of this policy so as not to deprive the tourists or expatriates their rights as this might spell doom for the country's reputable tourism industry. It illustrates how the tourism industry can be of quality, efficient and effective. Before strategic tourism planning can be effective, it must include and integrate the concerns of various stake holders that have played sound managerial roles and have been involved in creative and innovative marketing with the interest of the community within tourism confinement. The process must be able to adjust to the dynamics of market structures and the competitive market environment. When strategic tourism planning is effectively used, it will allow a destination to achieve its goals and the tourism industry will achieve its required results in the process. The very valid infrastructure of reputation is government policy over the tourism industry as described by Hudman&Jackson (2003).

#### **2.11. Benefits the tourism industry will attract**

The Kenya tourism industry is regarded as one of the successful industry in Africa with a great contribution to the economy especially harnessing the resources, job creation, tax revenue and increase in government revenue. A recent record in Kenyan tourism industry as at June 2017 shows that there is a boost in the international arrivals for at least 6% lately. Kenya have always

been a home to tourist all over Europe and North Americans and even some African countries until recently when a terrorist organization put a deter on the arrivals of tourists. But over the time the government have improve on the security of the nation to put a boost again on the tourism industry. And quite a lot of these tourists recently are coming from china. The first six month of 2017 saw the inflow of over 60,000 tourists from China which gave the country the capacity to look forward for more tourists as the year runs by in 2018. Every country always has a target of where the large market will come from. For most international tourist arrivals in Kenya, the target market has been from the Chinese country.

My assessment in this research is to identify ways to remedy the abnormalities preventing the growth of the tourism industry in Ekiti state and Nigeria as a whole. The sector is supposed to be a sector to remedy unemployment, lack and hunger and increase the government revenues like it is in many parts of the western world and some African countries like South Africa, Egypt etc. Crimes, killings in many parts of the country is also a case to be dealt with if the industry is to receive recognition across the world because no one will ever be in a place that is unsafe. Insecurity is a big task the government needs to deal with especially with the issue of the fulani herdsmen ravaging the whole place in the country. This kind of environment will make it unsafe for international tourists all over the world. A lots still needs to be done by the government so the standard for the Ikogosi in Ekiti State will be expected to be used in rebuilding the tourism industry in Nigeria.

Generally, the following are the positive changes the tourism industry will bring in contributing to the Nigerian economy. These are

- i. Significant employment creation for the skilled and unskilled because of the labour-intensive nature
- ii. Eradication of porous poverty and improving the quality of life of the local citizens
- iii. Economic stability be it political, social, cultural etc
- iv. Reduce internal conflict

- v.Improved environment
- vi.The promotion of cultural heritages and advancement
- vii.Resources could be harnessed and can lead to high multiplier effect
- viii.Improvement in mutual understanding of all tribes
- ix.It will bring about the unity and oneness of the Nigerian people
- x.Government efforts will be complimented with various youths programs
- xi.There will be economic and social turn- around which could spread development especially on infrastructure
- xii.There will be a drastical reduction in the revenues accrued from the petroleum sector knowing full well that other resources also matters when well managed
- xiii.It will improve the internally generated revenues of the states and federal government
- xiv.The country's image will gain providence among other nations of the world
- xv.There will be security, peace and progress as a result of the interventions in the tourism industry, investors all over the world will desire Nigeria to a productive place to invest in especially in the areas of foreign direct investment
- xvi.Environmental assets will be sustained
- xvii.Nigeria can become a centre of International research if the promotion and preservation of the resources are encouraged
- xviii.Fostering understanding within the country provision of cultural exchange within the country
- xix.It improves the income of the local communities

## **2.12. Programs and Interventions of the Government to revive tourism industry in Nigeria**

The Nigerian government under President Buhari have been keen on diversification of the economy. Alot of the so many negative happenings within the country like high rate of poverty, crimes, unemployment, kidnapping and a period when the country entered into recession have been linked to our total dependence on the country's crude oil. According to the Nigerian government President at the UK in April 18 2018 and as reported by the Cable news in a conference the commonwealth meeting been jointly

hosted by the Queen and PM Terraser May, the President, Mr Muhammadu described the Nigerian problems as too much reliance on crude oil. Even though the statement made by the President made a lot of the youths furious, our government still have a lot to do in diversifying the economy and sustain the teeming youths by ensuring that the tourism industry in Nigeria is revived.

North Cyprus is an Island and a very peaceful place for that matter that are making there revenues mainly from the tourism industry. The tourism industry in North Cyprus have so far made the Island a tourism destination where the world over come around during the period of the summer. The Island heritages are being preserved, the ancient cities are being preserved and cultures are as well preserved. The government intervention to this particular Island is such that is making North Cyprus one of the fastest tourism destination in the world. The fauna and flora with beautiful sights are well preserved for the purpose of meeting up to the tourists demands of making a return experience. Turkish Republic of Northern Cyprus tourism industry have been able to march several customers from different cultures through a sustainable tourism programs.

Turkish Republic of Northern Cyprus unlike the Nigerian state does not even have active crude oil to sustain them but focuses on improving the lives of the citizens through making sure that they get it right in the tourism industry. The Nigerian blessings of several natural resources can be described as an abuse of natural resources that the country could not even sustain both liquid and solid minerals due to our leadership problems the country is faced with.

I opinioned that if Turkish Republic of Northern Cyprus can go far in a very competitive tourism market by bringing a complete turn around to the country's economic basically through the tourism industry, then this as well can be possible in the Nigerian Nation. All what our leaders in government should do is to be focus and look into how other nations of the world are making headway through a sustainable tourism programs. If Turkish Republic of Northern Cyprus being an Island in the middle east could be sustained through the tourism industry, then the Nigerian state can do much more



because of the availability of these resources in all parts of the states. The Nigerian state has these combinations of basic resources like attractions, national parks, beaches, resort, and cultural/ heritage destinations as well as natural resource which include beach, resorts, campgrounds, national parks and game reserves, natural reserves, cultural heritage resources that consists of historic sites.

Nigeria has 8 natural game reserves and national parks that spread across the country which is made up of just 3% of the total land areas. These contains the flora and fauna like the chimpanzees, crocodile, hippopotamuses, roan antelopes, lions and leopards, roan antelopes hyenas etc. The country has national parks also spread across the country and good examples of the national parks are the Yankari National parks, Gashaka Gumti National Park, **Old Oyo National Park, The Cross River National Park, Okomu National Park, Kamuku National Park.** Mainly most of the national parks are enclosed at the northern parts of Nigeria and just a few at the southern part. Our natural resources are not being visited as it is in South Africa, Kenya or Egypt because of lack of governmental neglect. These resources alone is capable of providing jobs to the women and youths thereby reducing the rates of unemployed people across the country. The Nigerian government must rise to this to bringing around a unique tourism destination as described by Sharma (2003) that anything anyone assumes to get done always get fulfilled as long as efforts are put into it.

### **2.13. Brief history about Ikogosi warm spring in Ekiti State**

Ekiti State of Nigeria where our case study for this research paper is in the Southwestern part of Nigeria with a population of over 2,398,957 Million with a total land area of 6,353km square which is also one of the states in Nigeria with the richest mineral resources including the Ikogosi warm spring. Ekiti state has 16 local government including Ekiti west local government where the Ikogosi warm spring is. Ikogosi over the time has been catapulted to a national and international tourist center because of the presence of the warm and cold spring which makes the place so distinctive. Our perspective on this

research paper is that we will be looking into and making our analysis from will be the exact steps necessary for the Nigerian government to follow through in order for the country to have a sustaining tourism industry that will last the test of time.

Ikogosi warm spring is named as such because of the presence of hot and cold water that is uncommon anywhere in the world. Though Ekiti State is a place that is richly endowed with tourism endowments and potentials just as we have we have diverse resources in Nigeria. Different structures of natural endowments are available in Nigeria that could be a major source of employment for the people. What we need is an orientation of change and awareness by the people in seeing that there are countless benefits the industry can generate if the support of the government is present.

Ekiti has other forms of tourist attractions aside Ikogosi warm spring that if developed and harnessed could be a source of employment to the local communities and people of the State generally. These attractions are extended rivers, magnificent water falls, holidaying climates, tropical forest etc. Some other tourist centers presently in Ekiti state that is scarcely giving the government revenues are:

- **Erinta Water Falls:** This site is located at the North West of Ikogosi that has attractive fixtures could compel tourists to have a re-visit. Tourists alight these fixtures 10 meters away as the chilly effect of this fall drops. Another distinctive features of Erinta waterfalls is that Hydro- Electric power could be generated there, however, its evergreen forest is also one of the classic scenes at this tourist sites.
- **Ero Water Dam:** This attraction is man- made that tourists attraction that is being dependent on by three local governments and sometimes the local communities pay deity to it based on tradition. It can also be a system to generate Hydro-Electric power to the state if well utilized. The dam also in its pre state can be used to supply potable water to the locals if sustainable culture is maintained by the government.
- **Fajuyi Square – Adekunle Fajuyi Park:** This is in well shaped triangular form meant for tourists both locally and internationally. The tourist

center was built in memory of Adekunle Fajuyi who was a one time Governor of the Western region and who served with integrity and honesty. It is also placed in Ado –Ekiti, the state capital and the heart of Ekiti –land in Ekiti State.

- **Egbe Dam:** This dam is situated at Ose river at Egbe- Ekiti in Ekiti East Local Government. This dam supplies regularly pipe- borne water to all the local government in Ekiti State. The local communities also come there to do fishing and irrigation system is being practise at the Egbe dam. Ekiti people also come there on a regular basis to purchase fresh and smoke fishes for their consumption.
- **Olosunta and Orole Hills of Ikere:** This tourist site is situated in the South and North of Ikere Ekiti that glimse the eyes of tourists. Traditionally, the local people pay deities to it and as such, barren women seek for the fruit of the womb, and prayers are usually offered to the town by the local people. Olosunta and Orole hills are a good resort centers that tourists would always love to visit because of the captivating fixtures it possesses. Ikere- Ekiti as proclaimed by the local communities is the only town that was not defeated during these inter- tribal wars.

The Festival activities of Ekiti people is being summarize below

Festival	Town	Time / Period
<b>Idiroko</b>	Ado	Annually
<b>Ogun</b>	Ire in particular and all parts of the state	August, through September, Annually
<b>Aeregbe</b>	Afao, Igbara-Odo, Emure	August, Annually
<b>Epa (Masquerade)</b>	Isan	May, Annually
<b>Ikereje</b>	Ilawe	December, Annually
<b>Alayere</b>	Igbara-Odo	December, Annually
<b>Ayan</b>	OmuroAdo	Annually
<b>Oro Ibeji</b>	Igara-Odo	August ,Annually
<b>Obanifon</b>	Ogotun, Are, Esure	December/June/February, Annually
<b>Elefon</b>	Ikoro	February, Annually
<b>Olua</b>	Epa, Eyio, Ilu-Omoba	June/August, Annually
<b>Okudi</b>	Iyin	July, August, Annually
<b>Eegun</b>	Ijan	July, August, Annually
<b>Olosunta</b>	Ikere	Annually
<b>Egungun/Imaleldiroko</b>	All parts of the state	Annually

<b>Ijesu (New Yam Festival)</b>	All parts of the state	Annually
<b>Oodun</b>	Iyin	June, July, Annually
<b>Odun Opa</b>	Iyin	Annually
<b>Amomo</b>	Ise	Annually
<b>Iromo</b>	Igede	Annually

Figure 2.2 showing the cultural activities of Ekiti State

Source: <http://ekitistate.gov.ng/about-ekiti/tourism-in-ekiti/>

The revenue being accrued to the Ekiti state government from the Ikogosi warm spring is little compared with what the state is supposed to be accruing from the industry. The Ikogosi warm spring is one of its types in the world, so the Ekiti state government through the federal government of Nigeria is supposed to partner together with heavy capital in ensuring the industry stands the test of time and is well sustained. One of the numerous problems the state is faced with is infrastructural decay leading to the great town although this is common in Nigeria where poor infrastructures is at the lowest and leading to crimes, accidents and every other negative devices one could ever think about. As it is today, especially in Nigeria and third world countries, the major impediment holding and militating against the growth of the tourism industry is poor infrastructure as illustrated by (Dixit, 2005). As argued by Bowden (2007) that if proper roads are available, it will attract more visitors and the tourism destination of such place will gain prominence. Chathoth(2002) also emphasized that if the infrastructure of a particular place is not improved, it will lead to slow development of such area. This is the same as to what Ekiti State tourist attractions especially that of Ikogosi and tourist attractions over the Nigerian states are witnessing.

A lot of countries over the world have limited resources but have in a way learnt the habit of managing their resources including their landscape and demographics. Ekiti State for instance have a way to manage these through a sustainable tourism management. According to Roger (1997), the tourism industry can transform marginal spaces including landscapes, spatial and demographics realities of a space. The government through tourism policy and planning have the ability to develop one of the best and fastest growing tourism industry in the world if we can be committed enough to acknowledge our problems and find a lasting solution to it. And as earlier stated,

infrastructural facilities like good roads, constant electricity, clean water supply must be developed, institutional learning must also be enhanced and various stakeholders from both public and private organizations must also come together and develop strategic plans that will grow the Nigerian tourism industry.

One of the unique features the Ikogosi warm spring has is a part where the hot and cold springs meet at a centigrate of 70 degrees from the source and 37 degrees at the point where both meet which is commonly called the confluence point. This is as such delights to many tourists who visits the place from everywhere in the world including the local people. Although there has not been much attention in this place because of low publicity by the government both at the federal and at the state level, a lot still needs to get improved. The Nigerian government have failed to over the time, understand the need to market our natural resources aside the crude oil we are so dependent on. Even as much as the oil is available, top politicians have been managing to sabotage the efforts of the proceeds reaching the over people in the country. Aside that, numerous groups have also manged to frustrate the government of different regimes in ensuring the government job of playing fairness to Nigeria by stealing and kidnapping of oil workers at this part of the states (Niger Delta) where this oil is being tapped.

Just like any other places in Nigeria, the poverty level within Nigeria can be drastically reduced if our concerns are channelled towards enhancing the stability of the tourism industry. Lagos state with more population in Nigeria have been making strategies in ensuring all areas are developed to meet up with the demand of getting the people employed. The Tinapa resort centre in Calabar also is being worked on to place the tourism demands in an enviable part. Normally, the numerous challenges the country is having now as earlier emphasized can be resolved if the government can diversify the economy by investing heavily on the tourism industry. A lots of youths today from the Northern parts to the Southern parts of Nigeria waiting to be employed can have opportunities to work and be engaged if the government concern to start work in earnest is well articulated. All hands must be on deck in making a Nigeria a tourism destination.

All the kidnapping, stealings and atrocities that happens in the Niger Delta region has also been linked to the government careless handling of sustaining the local areas and depriving them of doing farming, fishing and things that have to do with using lands. Reason given by locals are always that the Nigerian government only care for the proceeds derived from the crude oil and leaving the locals in mess. The Nigerian government must rise up to take a responsible stand to ensuring that the locals are not deprived of their natural resources. And in as much as this emphasize are being made, the government must also ensure that the efforts to raise the tourism industry in Nigeria must be done with sincerity of purpose of engaging with the local communities and ensuring that they are the first to be the beneficiaries of the proceeds in the tourism industry. If the efforts to reduce poverty and get the youths including women engaged, then the government sincere motive should be that it is all about the developing capacity for the locals and ensuring that sustainability is guaranteed.

Many Nigerians still have not learnt the act of travelling within the Nigerian state just for pleasure and relaxation. For example, a man leaving his comforts from Sokoto state and coming to Ikogosi warm spring for sight seeing and relaxing and likewise someone from Ekiti state leaving for the purpose of relaxing in another state in the country. There are a lots to be done by the media through different governmental agencies by educating the people that travelling, relaxing, and pleasure is part of life and an activity that can lengthens the life span of an individual. The Nigerian people must first make it an habitual exercise to travel across their lands and see more of natural blessings nature have blessed them with. When this is being done and proper awareness is being passed across, then the country is on a way to making the tourism industry one of the best the world will ever have.

#### 2.14. Conceptual Framework

Benavides (2001) asserts that there is an unequal distribution of income, wealth and benefits if the Tourism sector is not well controlled and managed and this can be a very big threat to economic and social development

especially to developing countries like Nigeria. On the other hand, if the sector is well managed, according to him, the sector could provide solid platforms for economic activities such as trading opportunities in any country it is been practised. In the words of Ekundayo (2014) *"the Tourism industry has become a major source of economic development and diversification for many developing countries"*. Most developing countries are beginning to see the advantages and benefits the tourism industry has to offer (Ekundayo 2014; Ayeni & Ebohon 2012).

Nigeria has the potentials in getting to be the most desirable place for Tourist's destination due to its vast riches in wildlife reserves, mountains, wonderful springs, terrific falls, water resources, terrain resources, the wonderful outcrop of rocks, long terrain of beautiful plateau ground, natural landmarks and ecotourism. The country is blessed with both liquid, solid minerals, very rich in tourism resources and abundant resources of arable lands. Furthermore, Nigeria, the most populous black nation on planet earth with a population of about 180 million ( which makes it being called the giant of Africa), is also blessed with a tropical rain forest, coaster plains, tropical land and natural resources. Nigeria covers a total of 923768km<sup>2</sup> along the West African Gulf of Guinea and the country consist of about 5 major geographical region

Unfortunately, the Tourism sector in Nigeria has not become what it is supposed to be in terms of boosting its contribution to the Nigerian economic activity like the nation's GDP, increasing income generation and mobilisation (Ekundayo, 2014), the increase in employment rate, increase in foreign exchange earnings, and investments.

### **2.15. Strategic Tourism Programs (STP)**

One of the major strategies the Nigerian Federal Government have adopted to monitor and foster growth in the Tourism industry was to establish the Federal Ministry of Culture, Tourism and National Orientation. The Federal Ministry of Tourism, Culture and National Orientation was carved out of the Federal Ministry of Information and Culture and the Federal Ministry of Commerce and Tourism on June 1999 (Duke 2013). According to Duke

(2013), an additional responsibility of managing the nation's ethical re-orientation was given to the ministry and thereby changing its name to the Federal Ministry of Tourism, Culture and National Orientation (FMTC&NO). One of the main objectives of the Ministry is to reposition the Tourism and culture as a key sector for economic development and growth, revenue generation and poverty alleviation in the country Duke (2013).

Another strategy that was adopted or developed by the Nigerian government in addressing the growing challenges of maximising the Nigerian tourism sector, was also to create the Nigerian Tourism Development Corporation Act. The act was developed on the 14th of December 1992. The corporation was charged with the responsibility to do the following:

*“To encourage Nigerians citizens both home and abroad to take their holidays in the country,*

*To encourage the provision and improvement of tourism amenities and facilities in Nigeria including the development of hotels and ancillary facilities,*

*To provide advisory and information services,*

*To promote and undertake research in the field of tourism,*

*To render technical advice to the states and local governments in the field of tourism,*

*To register, classify and grade all hospitality and tourism enterprises, travel agencies and tour operators in such manner as may be prescribed,*

*To carry on; any undertaking, which appears to the Corporation to be necessary for the promotion and development of a tourist industry,*

*To assist in the development of; museums and historic sites, parks, game reserves, beaches, natural beauty spots, holiday resorts and souvenir industries,*

*To advise appropriate authorities on ways of improving tourist facilities,*

*To publicize tourism and todo all such things incidental to the foregoing functions; which in its opinion, are calculated to facilitate the carrying on of the duties of the Corporation under the Act”*

Nigerian Tourism Development Corporation Act (1992)



The corporation, however, faces some "*Bureaucratic Bottle Necks*" according to Bassey (2015) and these should be removed especially in the ministries and departments that are been created and charged with the responsibility to implement policies created by the Nigerian government to foster tourism development. These policies are put in place to attract investors from different part of the world to see Nigeria tourism sector as a viable source for investing their money.

Apart from creating these organisations and ministries, the government has to make sure that these ministries function perfectly within their constitutional rights. For instance, factors like poor working conditions and relationships between the Federal Ministry of Culture, Tourism and National Orientation and the Nigeria Tourism Development Corporation, Conflicts roles and interest between both ministries must be controlled and avoided Bassey (2015). Aside from that, Bassey (2015) also noted that Nigeria has a very low annual budgetary allocation for Tourism and that the government should try to make more provisions for the agencies and corporations charged with the responsibility of managing the industry.

Lastly, the growth and development of tourism can be linked to enhancing executing infrastructural developmental policies; which for example include building infrastructures that will help in generating a constant power supply, construction of good roads, clean water supply and providing for national security. These basic foundations are supposed to be put in place, setting the stage for the private sectors and foreign investors to invest in the industry. An example of some policies the Nigerian government might decide to implement in order to foster tourism development might be initiating tax reliefs for companies that are into tourism entrepreneurship (Bassey, 2015).

## **2.16. Economic Contribution**

According to Ekundayo (2014), most developing countries like Nigeria have a mono-economic system. This is a system whereby the country majorly relies on one industry or sector to generate national income. In the case of Nigeria, the country's major source of income is being generated from the exportation and sale of crude oil in the foreign market. Most African developing countries like Nigeria are starting to see the need for diversification into the Tourism

sector which will also help in creating employment opportunities, and generate foreign income (Ayeni & Ebohon 2012).

Economic contributions in terms of Foreign Direct Investment (FDI) majorly are contributions to the Gross Domestic Product of the country (GDP), reduction of the unemployment rate and inflation rate.

After the second world war, tourism has been seen as an industry that can cause a quick and reliable source of income, employment and increase in GDP for sound economic growth. Nigeria as a country that can be regarded as a sleeping giant in Africa can achieve this because of the need to advance the course of the country's economy through the tourism industry. If the potentials in the tourism industry are well harnessed, the country's over-dependence on petroleum would reduce drastically and will open up opportunities to become an icon in the committee of nations.

### **2.17. Social Contribution**

Tourism's product being consumed happens at the place of production or destination and this is of immense benefit to the local and social communities. Tourism products are capable of creating potential multiplier effects on the local and social lives within communities, regions and the entire continent thereby bringing about economic prosperity to Nigerians. Likewise, the culture of the society can also serve as a Tourist attraction. For example, some foreigners can come to Nigeria just to experience the food, dressing, or the lifestyle in general.

Every State in Nigeria has something to offer to the country. None of the States is without a potential that can make the economy thrive. There are some that are blessed with culture; we could harness Socio-cultural tourism as well as another form to generate income and as emphasized by (Mason, 2003) who included economic and organizational dimension with social-cultural and environmental factors as part of the criteria to achieve a sustainable tourism development.

As at present nature has placed the country in the midst of many, Nigeria need not to be the poorest nation in the world where 70% of the people live below the poverty line. Our culture in itself could serve as a Tourist attraction.

Also, security plays a vital role when talking about social contribution. Tourist must be able to feel safe whenever they come into the country for holidays or recreation. There are some tourists for example, that are only interested in festivals, languages or museums but they are limited in their visiting Nigeria due to lack of basic infrastructures, crimes, kidnappings and killings that have enveloped this region because of a long time governmental neglect.

There has been a saying that when the purpose of a thing is not known, abuse is inevitable. Perhaps that might fit the situation we have found ourselves in. Nigeria should be able to use the Tourism sector to develop other sectors of the country.

It is to be noted that the tourism industry is capable of promoting peace along cultural heritages especially in a country like Nigeria for one way or the other have found itself splitted along tribal differences. Perhaps we could also relate that the policitcal inbalance have caused the deep tribal wars along ethnic lines. In as much as this is visible in todays's Nigerian economy, one cohesive force that can trigger unity and liberate people of this mess is by deliberately rebuilding walls that could strngthen the peace and unity of the country once again and this can only be done through looking into ways where States, local governments and regions can align in oneness through the capacity to redefine how the tourism industry can be revived.

Several countries across the world have come to the knowlege that if there should be peace and unity in a particular place, then their must be a common goal that will bring people together, that part is mostly through the advancement of the tourism industry. The Western countries of the world like Spain, France, the United States of America and some African countries among many are good examples to relate with.

## CHAPTER THREE

### MODEL OF THE STUDY

#### 3.1 Introduction

This chapter is specifically dedicated to explaining the model of this research and the variables will be adequately defined. The chapter emphasized on the dependent and independent variables that will ascertain if there is a link or relationship between the dependent and independent variables which will invariably leads to formulation of the hypothesis for the research study.

#### 3.2 The study model

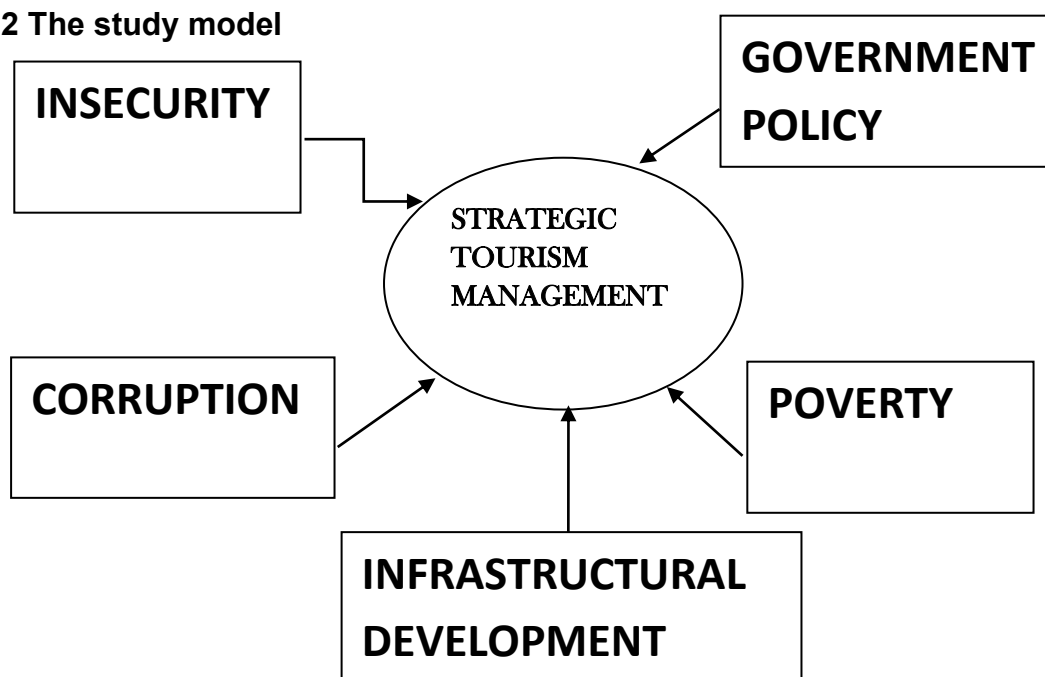


Figure 3.1: The study model above represents the independent variables that negatively affects the concept of strategic tourism management in Nigeria.

**3.2.1 Infrastructure:** This is wide- ranging and critically important which includes telecommunications, rail and road networks, electricity, water supply, information centres, etc. Infrastructural development must be well funded and should be treated as a major tourism infrastructural projects that would have considerable impact on tourism industry. The present level of infrastructural development in Nigeria has been discouraging following places that lead to these tourist destinations.

**3.2.2 Government policy:** This is defined as a set of rules, guidelines or procedures that need to be abided by that also have an objective and strategies that provides a framework in which decisions are made and that will directly affect a long term tourism development and daily activities within a destination. The systematic determination of the policy formulation should be done with a long term approach; however the tourism planning tends to emphasize the “how” for the destination goals to be achieved. Inconsistencies in policy largely contribute to the development of tourism in Nigeria

1. They are to make a concrete plan of formulating, monitoring and updating a national tourism policy and strategy and this should be in collaboration with relevant stake-holders
2. Developing integrated national tourism plans which should also be in collaboration with relevant stakeholders
3. Making long term planning for tourism

**3.2.3 Corruption:** The greatest challenge of tourism in Nigeria is corruption which has been a major obstacle to the development of the tourism industry. If corruption cases and acts are not dealt with, the objective of achieving the development of the tourism sector will not come. Corruption is destructive of governmental structures and makes governance ineffective thereby reducing the effects and impact that can be made on the tourism industry

**3.2.4 Insecurity:** The incessant killings across Nigeria by the herdsmen and Boko Haram are big impediment in Nigeria which could reduce the growth of

the tourism industry and in building a strong tourism industry in the country. The government needs to establish the safety and security of all tourists. The guidelines that can be guided by are:

1. Undertaking of both short and long term actions and strategies to reduce crime especially from the Northern part of Nigeria and reduce violence on tourists that could be caused by the herdsmen across the country. This could be done in collaboration with security agencies like police, DSS etc
2. Providing adequate securities to the visitors so as to be guided to improve on their safety and well being
3. Carrying out appropriate research as regards observing tourism security trends and hereby monitoring the effectiveness of safety and security measures
4. Working together of stakeholders in ensuring the safety and security of all tourists

**3.2.5 Strategic tourism management:** STM emphasizes the moves that can be taken to place the tourism on the right path which also hinges upon making other factors work which are the provision of electricity, improving on infrastructure, stable telecommunication and consistency in government policies

### **3.3 Hypothesis Formulated**

The table emphasizes that there is a relationship between the independent variable which are government policy, insecurity, corruption, infrastructure and poverty and the dependent variable (Strategic tourism management). So the following hypothesis was adopted because of the relationship that occurs between the dependent and independent variable.

H1: there is a significant impact of government policy on strategic tourism management

H2: there is a significant impact of infrastructure on strategic tourism management

H3: there is a significant impact of insecurity on strategic tourism management to gain stability

H4: there is a significant impact of corruption on strategic tourism management

H5: there is a high impact of poverty on strategic tourism management

**Conclusion:** This chapter has been able to provide the model of the study and the hypothesis has been formulated. This shows that the model has a relationship between the factors that made it up. In other words, the model presents that the hypothesis that was formulated have a relationship between the independent variables (government policy, corruption, poor infrastructure, insecurity and poverty) and the dependent variable (strategic tourism management).

## **CHAPTER FOUR**

### **RESEARCH METHODOLOGY**

#### **4.0 Introduction.**

As (Leedy&Ormrod, 2001) emphasized, that the research method consist of the general approach the researcher takes into cognizance in writing a research paper and as (Bryman& Bell, 2007) stated, that the research methodology is the framework where data are collected and analysis are later made. This is the ground where we will be making up our analysis in a systematic way. The methodology that will be used here is an integral part of the research paper and the importance and usefulness cannot be neglected. The research methodology is such that the research paper will be tested, approved and accepted. It gives the paper the authenticity after being conformed to the principles of scientific methodology.

The Nigerian tourism industry is such that can reduce poverty and create jobs across all boundaries if well managed. Even at the lowest rank the Nigerian tourism may be, some States or regions in Nigeria have started making initiatives and taking responsibilities to play their part in reviving the industry. Some of these regions include the South Western States like Lagos State and the South Eastern States like Calaba that has a tourist center called Tinapa. We are now at a stage where everyone knows that the tourism industry has come to be a gobally accepted industry that is contributing significantly to the economy far better than every other sector. We don't want to be left behind like the case is for several years now, so in view of this, the research paper will be looking at how best the country can maximise the tourism industry and for the industry to be accepted globally making it a tourism destination. The case study and our research area for this particular research is Ikogosi warm spring in the South Western state of Nigeria, Ekiti



State specifically. We will also be looking into how some states have started thriving in the sector. States like Lagos States and Calaba that have at this level in Nigeria been able to come up with programs to get the industry sustained and the progress the industry have made to better the lives of the people through different tourism programs and how far it has been able to reduce poverty.

#### **4.1 Research design**

Analysis are conducted through a simple method called the research design which is used as one of the strategies devised to integrate diverse studies in order to ensure the research problem effectively addressed. According to Mugenda (2003), data are collected and analysis are made that will thereafter combine relevance to the research work. The research design gives a guideline to the research work which is also the framework for the collection of data and to analyse the data (Bryman and Bell, 2007). For this research paper, quantitative approach was used because of the condition we met the State and due to a period when the State is preparing for elections.

Datas were collected towards the sustainability of tourism industry in Nigeria using Ekiti State as a case study of what the future designs of what a successful tourism industry should look like. The data collected were drawn from different sources in order to get a reliable result. The research design has also helped us looked into the different aspects where the government needs to intervene in order to move the tourism industry in Nigeria from a docile state to a bubbling and robust one and this hinges upon the outcome of the results given. During the course of this report, due to the limitation of reaching out to make interviews, secondary data was administered. The data that was administered was reliable and valid based on the outcome of the result which was gotten from the right source to complete the research work.

#### **4.2 Sources of Data Collection.**

This research paper underwent primary sources of data where oral interviews and questionnaires was designed. A primary source is a document that gives information about a research work as at the time when the research is being carried out. It could also be recording, artifacts, autobiography or manuscripts. In as much as it can provide the needed information particularly

for the purpose of meeting up with the study under view. In the same vein, primary source was used to design this research paper where oral interview was carried out as well as distributing questionnaires to various persons so as to make a balance view of the analysis. With the primary data being used, the validity of the research paper will be assessed.

Secondary source was also administered for the research paper in order to accurately procure the analysis. It is also the pillar of the research work as it takes it from the theoretical aspect to an actual realization. The data was gotten from locals who occasionally patronize the Ikogosi warm spring, tourists view about the tourism industry in the state and officials of the Ikogosi warm spring

#### **4.3 Questionnaire Design**

This is one of the ways the research will be carried out and it is actually one of the commonest being used to determine people's attitude (Veal, A.J 2009). It is the easiest way to collect useful comparable data from individuals that are large in number including the managers that work at the Ikogosi warm spring, locals and the views of some tourists that are present. The questionnaire I presented contains 30 questions that are clear and concised and they were asked consistently across all correspondent. It has two sections which are the section A and B. The first section demanded for their data exclusive their names. It identifies their gender and age. The other section include only the precise and simple questions that was distributed across the industry and among other locals. This was prepared on the 20th of April 2018 and was distributed and monitored by me at the Ikogosi warm spring in Ekiti State to really ascertain the validity and reliability.

The survey being carried out here is efficient because participants were able to be recruited and we were able to generate our findings which was used to draw conclusions about the whole population. Over the course of the exercise, we found out that the questionnaire is a very cost effective way to find out the feelings of people or what they think and want. Furthermore during the exercise period, we realized that it has an ethical advantage and the fact that the survey could cover a geographical spread samples by using

the questionnaire. We were able to also assess participants who were dispersed across the states and included them in our samples.

#### **4.4 Pilot testing**

According to Mugenda (2003), pilot test is the pre- test that is conducted on a particular research instrument. Pilot test interpretes information and discard difficult and unnecessary questions. The pilot test was actually conducted to test for the reliability and validity of the instrument and ensure there are no misunderstanding of the research questions.

Our pilot test was conducted on the 30th of April 2018 and the time we allotted for this was just 15 minutes. The questions were clear enough and in simple form which was later used as a template for our survey.

#### **4.5 Sampling Techniques and Sampling Size Determination**

The sample size I used was a portion of Ekiti State population where tourist centers are especially from Ikogosi town where the warm spring is where we also had our targets as both males and females. As described by (Mugenda&Mugenda, 2003) that population varies from individuals who have observable characteristics that are common. The locals within the local government and assessment from other places within Ekiti State. The participants from the local government were those within the site or local areas where this tourism industry and have the capacity to give sincere answers to both the questionnaire and oral interview. Therefore for us to determine the sample size, the questionnaire will be used which will also be a substantial tool for this research paper.

For the sample size, I used the Yaro's Yamane formulae. The formulae is written below

$$n = \frac{N}{1 + Ne^2}$$

Where;

$n$  = Sample size

$N$  = Population

$e$  = Margin of error.

Looking for the arithmetic behind this, if the margin of error ( $e$ ) is 5% and the population ( $N$ ) is placed at 930, then the values will be substituted accordingly into the formula derived above

$$e = 5\%$$

$$N = 930$$

Bringing the formulae down,  $n = \frac{N}{1 + Ne^2}$

$$n = \frac{930}{1 + (930)(0.05^2)}$$

$$n = 280$$

#### **4.6 Method of Data Analysis.**

The data that was collected by the questionnaires and oral interview were tested and presented in a table. The data that was collected at the exercise was tested and analyzed through percentage and inferential statistics. The hypothesis of this research paper will be done through –square ( $\chi^2$ ) distribution and the reason being that to ascertain whether it is acceptable or perhaps deviate from the hypothesis. We will also be making a comparism between the calculated values and the tabulated values. Comparative analysis will also be made between the tourism industry in Nigeria and other African countries as well as western countries of the world like Spain, France, USA etc.

With the above analysis, the null hypothesis can only be acceptable when the values from the data calculated is lesser than the tabulated values and the alternative hypothesis is accepted on rejection of the null hypothesis.

## **CHAPTER FIVE**

### **DATA PRESENTATION AND ANALYSIS**

#### **5.0 Introduction**

Data presentation has a lot of importance when writing a research paper. It's essence cannot be undermined. The data we obtained throughout the research work will be outlined in this chapter. In other words, in this section, we will be testing the hypothesis, and the comparative analysis of the data.

#### **5.1. Data Presentation, Interpretation and Analysis.**

This section analysis the data obtained from the interview and questionnaire on the importance of strategic tourism development on the Nigerian economy. The data was obtained to make a comparative analysis on the tourism industry in Nigeria and how much the Nigerian government have been responding and intervening to the growth of the industry. The data obtained will also allow us know how much the tourism industry can reduce abject poverty and unemployment in the Nigerian. Our respondents responses were later collected and our hypothesis were later collected using chi-square distribution method.

A total of 18 questions was set including our respondent gender. We administered 280 questionnaires in total out of which we received a total of 250 copies in return which make up about 90% of what we distributed leaving out 30 copies which also make up just 10% of what we distributed.

**Table 5.1: Analysis of our Response Rate.**

S/n	Questionnaires	Frequency	Percentage
1	Completed and Returned	250	90
2	Not Returned	30	10
	Total	280	

Source: Field survey, May 2018.

### **Respondents Characteristics and Classification** **Presentation showing the respondent's demographics**

We will be presenting the demographics of our response in the table below. The data of the 250 respondent is also presented likewise their gender were also presented in the table as shown in table 5.2 below.

**Table 5.2** Gender classification of Respondents

Gender	Frequency	Percentage
Male	160	64
Female	90	36
Total	250	

Source: Field survey, May 2018.

The table 5.2 above depicts that out of the total respondents, the males make up 64% of the respondents and females make 36% of the participants. In otherwords, it shows that males are mainly available for this research on the importance of tourism developments in Nigeria.

**Table 5.3: Age brackets of the Respondents's**

Age	Percentage	Frequency
25-35 years	40	16
36-45 years	90	36
45 years and above	120	48
Total	250	

Source: field survey, May 2018

From the table above (Table 5.3), 40 of the respondents are ranged within 25-35 years which also represent 16% of the respondent. Also from the table, 36-45 years of age also represents 90% of the respondent, which represent 36% of our respondents and lastly, 120 of the respondents from the ages of 45 years and above were represented at 48%.

**Table 5.4 : Educational Background.**

Educational Background	Frequency	Percentage
SSCE	30	12
ND	40	16
HND	50	20
M.BA/M.SC	100	40
Professional	30	12
Total	250	

Source: Field survey, May 2018

The analysis of the educational background show that 30 of the respondents' which represents 12% are SSCE (Senior School Certificate Education) holders, 40 of the respondents which represents 16% are ND(National Diploma) holders, 50 of the respondents which represents 20% are HND (Higher National Diploma) holders, 100 of the respondents which represents 40% are first degree holders (M.BA/M.SC) and lastly 30 of the respondents' which represents 12% are professionals.

### **Presentation and Analysis of Data**

In this section, we will be responding to the questionnaires that were given out during the exercise. Our respondents filled the forms and gave their views about the state of tourism development in Nigeria and how the industry can be a medium to eradicate poverty, reduce unemployment, and increase the government revenues. The questions were determined by requesting that

the questions should be filled on a response scale range of strongly agree to strongly disagree.

### Responses to Research Questions.

Table 5.5: The tourism industry is one of the power houses of economic development in any country of the world

Question	Frequency	Percentage
Strongly Agree	140	56
Agree	40	16
Undecided	20	8
Disagree	30	12
Strongly Disagree	20	8
Total	250	100

Source: Field Survey, May 2018

Table 5.5 shows that the total number of people who answered the questionnaire were 250 that make up 100% of the respondents. The table also indicated that 56% of those who strongly agree make up 140 respondents, 16 % of those who agreed were represented by 40 respondents, others who made up 8% were 20 of the respondents, 12% of the 30 respondents disagreed while 20 of the respondents which represented 8% strongly disagreed.

**Table 5.6**The tourism industry contributes to economic growth and employment of a nation

Question	Frequency	Percentage
Strongly Agree	200	80
Agree	20	8
Undecided	10	4
Disagree	10	4
Strongly Disagree	10	4
Total	250	100

Source: Field Survey, May, 2018



Table 5.6 above shows out of the total 250 respondents, 80% represents 200 of the respondents who strongly agreed, 8% was represented by 20 of the respondents who agreed, 10 of the respondents were undecided and that was represented by 4% of the total percentages, 4% also represents 20 of the respondents that agreed. The undecided respondents are 10 which was represented by 4% of the sample. Those who disagreed were 4% of 10 respondents while 4% represents 10 respondents who strongly disagreed.

**Table: 5.7:** Government policies and programs will adequately support the Nigerian tourism industry

Question	Frequency	Percentage
Strongly Agree	160	64
Agree	40	16
Undecided	30	12
Disagree	10	4
Strongly Disagree	10	4
Total	250	100

Source: Field Survey, May, 2018.

The analysis of table 5.7 was presented in the table above which also indicates that 64% of the respondents who strongly agreed are 160, 16% make up 40 of the respondents who agreed. 12% represents 30 of the respondents who were undecided, 4% represents 10 of the respondents that was undecided, 4% represents 10 respondents that disagreed while 4% represents 10 of the respondents that strongly disagreed.

**Table 5.8:** The Nigerian government has performed below average as regards developing programs and making interventions towards the growth of the tourism sector.

Question	Frequency	Percentage
Strongly Agree	110	44
Agree	30	12
Undecided	70	28
Disagree	30	12
Strongly Disagree	10	4
Total	250	100

Source: Field Survey, May, 2018.

From the analysis above, the total respondents was 250 in which 44% was represented by 110 of the respondents that strongly agreed. 12% of the sample was represented by 30 of the respondents that agreed while 70 of them were undecided which was represented by 28% of the sample. 12% represents 30 of the respondents that were undecided, 30 respondents disagreed which was represented by 12% of the sample and 4% representing 10 respondents strongly disagreed.

**Table 5.9:** The tourism sector in Nigeria can contribute more to the economic recovery of the nation if properly harnessed

Question	Frequency	Percentage
Strongly Agree	100	40
Agree	50	20
Undecided	10	4
Disagree	30	12
Strongly Disagree	60	24
Total	250	100

Source: Field Survey, May, 2018.

From the analysis above, the table indicates that 250 participated in the exercise in which 40% representing 100 respondents strongly agreed, 20%

represents 50 respondents that agreed. 10 of the respondents that represent 4% were undecided. 12% representing 10 of them disagreed, while 24% of the sample representing 60 respondents strongly disagreed.

**Table 5.10:** The deteriorating state of infrastructure can militate against the growth of the tourism industry in Nigeria

Question	Frequency	Percentage
Strongly Agree	60	24
Agree	100	40
Undecided	50	20
Disagree	30	12
Strongly Disagree	10	4
Total	250	100

Source: Field Survey, May, 2018.

From the analysis above, table 5.10 shows that 24% representing 60 of the respondents strongly agreed, 40% of them representing 100 respondents agreed, 50 of the respondents representing 20% of the sample were undecided, 12% representing 30 of the respondents disagreed, while 4% representing 10 of the respondents strongly disagreed.

**Table 5.11** The tourism industry can eradicate poverty if the sector is strengthened and empowered by governmental support

Question	Frequency	Percentage
Strongly Agree	200	80
Agree	20	8
Undecided	10	4
Disagree	10	4
Strongly Disagree	10	4
Total	250	100

Source: Field Survey, May, 2018.

From the above analysis, 80% of the sample representing 200 respondents strongly agreed, 8% representing 20 respondents sgreed, 10 respondents representing 4% of the sample were undecided, 4% of the sample

representing 10 respondents disagreed and 4% representing 10 respondents strongly disagreed.

**Table 5.12** Insecurities within the country has hampered the growth of tourism in Nigeria

Question	Frequency	Percentage
Strongly Agree	130	52
Agree	45	18
Undecided	15	6
Disagree	20	8
Strongly Disagree	40	16
Total	250	100

Source: Field Survey, May, 2018.

The analysis above show that 52% representing 130 respondents strongly agreed while 18% of the sample representing 45 respondents agreed, 6% representing 15 of them were undecided, 20 of the respondents representing 8% of the sample disagreed while 40 respondents that represented 16% of the sample strongly disagreed.

**Table 5.13:** Poor governmental intervention have stagnated the growth of the tourism industry in Nigeria

Question	Frequency	Percentage
Strongly Agree	120	48
Agree	40	16
Undecided	10	4
Disagree	50	20
Strongly Disagree	30	12
Total	250	100

Source: Field Survey, May, 2018

From the analysis above, 48% representing 120 respondents strongly agreed, 16% of the sample representing 40 respondents agreed, and 10 respondents representing 4% of the sample were undecided. The table

above also shows that 50 respondents who disagreed represents 20% of the sample, while 12% represents 30 respondents who strongly agreed.

**Table 5.14:** The tourism industry is capable of reducing unemployment in Nigeria if well focused on.

Question	Frequency	Percentage
Strongly Agree	190	76
Agree	20	8
Undecided	30	12
Disagree	5	2
Strongly Disagree	5	2
Total	250	100

Source: Field Survey, May, 2018.

From the analysis above in table 5.14, there were 190 respondents who strongly disagreed represents 76% of the sample, 8% representing 20 of the respondents agreed, 12% of our samples represent 30 of the respondents who were undecided, 3% representing 5 respondents disagreed and equally, 2% representing 5 respondents strongly disagreed.

**Table 5.15:** Poor governmental interventions to the tourism industry in Nigeria have constrained their rate of tourism development in the past years

Question	Frequency	Percentage
Strongly Agree	200	80
Agree	20	8
Undecided	15	6
Disagree	10	4
Strongly Disagree	5	2
Total	250	100

Source: Field Survey, May, 2018

The table 5:15 above gives an analysis of 80% representing 200 respondents who strongly disagreed, 8% representing 20 of the respondents that agreed and 15 of the respondents representing 6% were undecided. 4% represents

10 respondents who disagreed while 5 of the respondents representing just 2% strongly disagreed.

**Table 5.16:** High level of corruption have militated against the growth of the tourism industry in Nigeria.

Question	Frequency	Percentage
Strongly Agree	100	40
Agree	70	28
Undecided	50	20
Disagree	20	8
Strongly Disagree	10	4
Total	250	100

Source: Field Survey, May, 2018

The responses to the analysis in table 5.16 indicates that 100 respondents representing 40% strongly agreed, 70 respondents representing 28% agreed, 20% of the sample represents 50 respondents who were undecided, 8% representing 20 of the respondents disagreed and 4% represents 10 of the respondents who strongly agreed.

**Table 5.17** Lack of awareness by the people have placed limitations on the tourism industry in Nigeria

Question	Frequency	Percentage
Strongly Agree	80	32
Agree	70	28
Undecided	50	20
Disagree	30	12
Strongly Disagree	20	8
Total	250	100

Source: Field Survey, May, 2018.

The responses to the analysis in table 5.17 above indicates that 32% representing 80 of the respondents strongly agreed, 28% of the sample agreed, 20% of the respondents which represents 50 of the sample were undecided, 12% representing 30 of the

respondents disagreed, and 8% representing 20 of the respondents strongly agreed.

**Table 5.18:** The tourism industry is the engine of global development in the world

Question	Frequency	Percentage
Strongly Agree	80	32
Agree	30	12
Undecided	10	4
Disagree	80	32
Strongly Disagree	50	20
Total	250	100

Source: Field Survey, May, 2018.

The responses to the analysis in table 5.18 above indicates that 80 of the respondents that represents 32% of the samples strongly agreed, 30 of the respondents agreed which also represents 12% of the sample, 4% representing 10 respondents were undecided, 32% of the samples representing 80 respondents disagreed while 20% representing 50 of the respondents strongly disagreed.

**Table 5.19** Strategic tourism programs and good management can help rebuild the tourism sector in Nigeria

Question	Frequency	Percentage
Strongly Agree	80	32
Agree	60	24
Undecided	30	12
Disagree	50	20
Strongly Disagree	30	12
Total	250	100

Source: Field Survey, May, 2018.

The responses to the analysis in table 5.19 above indicates that 32% representing 80 respondents strongly agreed, 60 of them representing 24% agreed, 30 of the respondents representing 12% of the samples were

undecided, 20% representing 50 of the respondents disagreed and 12% of the samples representing 30 of the respondents strongly disagreed.

**Table 5.20:** The lifestyle of the Nigerian people will improve when efforts are geared towards the development of the tourism industry

Question	Frequency	Percentage
Strongly Agree	200	80
Agree	20	8
Undecided	10	4
Disagree	10	4
Strongly Disagree	10	4
Total	250	100

Source: Field Survey, May, 2018.

The responses to the analysis in table 5.20 above indicates that many of the respondents with a total of 200 representing 80% of the sample strongly agreed, 8% representing 20 of the respondents agreed, 4% that represents 10 of the respondents were undecided, also 4% representing 10 of the respondents disagreed and 10 respondents and 4% representing 10 respondents strongly disagreed.

**Table 5.21:** The tourism industry is capable of increasing the Internally Generated Revenue( IGR) of the States and Federal Government

Question	Frequency	Percentage
Strongly Agree	110	44
Agree	20	8
Undecided	50	20
Disagree	30	12
Strongly Disagree	40	16
Total	250	100

Source: Field Survey, May,2018.

The responses to the analysis in table 5.21 above indicates that 44% representing 110 respondents strongly agreed, 20 of the respondents representing 8% of the sample agreed, 20% of the sample representing 50 of



the respondents were undecided, 12% of the sample representing 30 of the respondents disagreed and 16% representing 40 of the respondents strongly disagreed.

**Table 5.22:** The tourism industry is capable of maintaining and promoting the cultural heritages of the Nigerian people

Question	Frequency	Percentage
Strongly Agree	100	40
Agree	40	16
Undecided	50	20
Disagree	40	16
Strongly Disagree	20	8
Total	250	100

Source: Field Survey, May, 2018.

The responses to the analysis in table 5.22 above indicates that 40% representing 100 respondents strongly disagreed, 40 respondents representing 16% agreed, 50 respondents representing 20% of the sample were undecided, 16% of the sample representing 40 respondents disagreed and 20 of the respondents representing 8% of the sample strongly disagreed.

**Table 5.23:** Too much dependence on crude oil is one of the limiting factor towards the growth of the tourism industry in Nigeria

Question	Frequency	Percentage
Strongly Agree	100	40
Agree	40	16
Undecided	30	12
Disagree	40	16
Strongly Disagree	40	16
Total	250	100

Source: Field Survey, May 2018.

The responses to the analysis in table 5.23 above indicates that 40% representing 100 respondents strongly agreed, 16% representing 40 respondents agreed, 30 respondents representing 12% of the sample were

undecided, 16% of the sample representing 40 respondents disagreed and 40 respondents representing 16% of the sample strongly disagreed.

### Testing of Hypothesis

#### Hypothesis 1

**H<sub>0</sub>:** The tourism industry in Nigeria has no role in eradicating poverty and contributing to the economic growth of the country

**H<sub>1</sub>:** The tourism industry in Nigeria has a role in eradicating poverty and contributing to the economic growth of the country

**Table 5.24:** Classifications

Classification	YES	NO	Percentage
Manufacturing	30	20	50
Servicing	50	10	60
Trading	60	40	100
Mixed operation	15	25	40
Total	155	95	250

Source: field survey December 2017, (Question 4.6)

Using Chi-square distribution analysis

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where O = observed frequency, E= Expected frequency,  $\sum$  is the summation

$$\text{Expected frequency} = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

$$df(\text{degree of freedom}) = (R - 1)(C - 1)$$

R= number of rows, C= number of columns.

**Contingency Table 5.25**

O	E	O-E	(O-E) <sup>2</sup>	$\sum \frac{(O-E)^2}{E}$
30	31	-1	1	0.03
20	19	1	1	0.05
50	37.2	12.8	163.84	4.40
10	22.8	-12.8	163.84	7.18
60	62	-2	4	0.06
40	38	2	4	0.10
15	24.8	-9.8	96.04	3.87
25	15.2	9.8	96.04	6.31
				Total= 22

Estimated value ( $X^2$ ) = 22

$$df(\text{degree of freedom}) = (R-1)(C-1)$$

$$Df = (2-1)(4-1) = 1 \times 3 = 3$$

$X^2$  tab value at 5% level of significance df= 7.815

Since the calculated value is greater than the tabulated value, we reject the hypothesis  $H_0$  and conclude that the tourism industry in Nigeria have a role to play in eradicating poverty and in the economic growth of the country.

### **Hypothesis 2.**

**$H_0$**  : The Nigerian government approach, policies and interventions towards the growth of the tourism industry in the country have no role to play in making the sector vibrant, consistent and productive

**$H_1$** : The Nigerian government approach, policies and interventions towards the growth of the tourism industry in the country have a role to play in making the sector vibrant, consistent and productive

**Contingency Table 5.26**

O	E	O-E	(O-E) <sup>2</sup>	$\sum \frac{(O-E)^2}{E}$
70	54	16	256	4.74
30	46	-16	256	5.56
25	21.6	3.4	11.56	0.53
15	18.4	-3.4	11.56	0.62
30	37.8	-7.8	60.84	1.61
40	32.2	7.8	60.84	1.88
10	21.6	-11.6	134.56	6.22
30	18.4	11.6	134.56	7.31
				Total= 28.47

Estimated value ( $X^2$ ) = 28.47

$$df(\text{degree of freedom}) = (R-1)(C-1)$$

$$Df = (2-1)(4-1) = 1 \times 3 = 3$$

$X^2$  tab value at 5% level of significance  $df = 7.815$

Since the calculated value is greater than the tabulated value, we reject the hypothesis  $H_0$  and conclude that the Nigerian government approach, policies and interventions towards the growth of the tourism industry in the country have a role to play in making the sector vibrant, consistent and productive

### **Hypothesis 3.**

**H<sub>0</sub>:** The tourism industry is not capable of bringing economic prosperity, provide jobs and reduce poverty provided that there are strategic moves made by the government in propelling the vision and making it a reality

**H<sub>1</sub>:** The tourism industry is capable of bringing economic prosperity, provide jobs and reduce poverty provided that there are strategic moves made by the government in propelling the vision and making it a reality

**Contingency Table 5.27**

O	E	O-E	(O-E) <sup>2</sup>	$\sum \frac{(O-E)^2}{E}$
20	28	-8	64	2.28
30	22	8	64	2.90
20	16.8	3.2	10.24	0.60
10	13.2	-3.2	10.24	0.77
50	50.4	-0.4	0.16	0.0032
40	39.6	0.4	0.16	0.004
50	44.8	5.2	27.04	0.60
30	35.2	-5.2	27.04	0.77
				Total= 8.00

Estimated value ( $X^2$ ) = 8.00

$$df(\text{degree of freedom}) = (R-1)(C-1)$$

$$Df = (2-1)(4-1) = 1 \times 3 = 3$$

$X^2$  tab value at 5% level of significance  $df = 7.815$

a. Since the calculated value is greater than the tabulated value, we reject the hypothesis  $H_0$  and conclude that the tourism industry is capable of bringing economic prosperity, provide jobs and reduce poverty provided that there are strategic moves made by the government in propelling the vision and making it a reality.

#### **Hypothesis 4.**

**$H_0$ :**Corruption is not a major obstacle in the growth of the Nigerian tourism industry

**$H_1$ :**Corruption is a major obstacle in the growth of the Nigerian tourism industry

**Contingency Table 5.28**

O	E	O-E	(O-E) <sup>2</sup>	$\sum \frac{(O-E)^2}{E}$
28	31.6	-3.6	12.96	0.41
22	18.4	3.6	12.96	0.70
55	40.4	14.6	213.16	5.28
9	23.6	-14.6	213.16	9.03
58	60.7	-2.7	7.29	0.12
38	35.3	2.7	7.29	0.21
17	25.3	-8.3	68.90	2.72
23	14.72	8.3	68.89	4.68
				Total= 23.15

Estimated value ( $X^2$ ) = 23.15

$$df(\text{degree of freedom}) = (R-1)(C-1)$$

$$Df = (2-1)(4-1) = 1 \times 3 = 3$$

$X^2$  tab value at 5% level of significance  $df = 7.815$

Since the calculated value is greater than the tabulated value, we reject the hypothesis  $H_0$  and conclude that corruption is a major obstacle in the growth of the Nigerian tourism industry

### **Hypothesis 5.**

**$H_0$ :**Insecurity in Nigeria have no role to play in making the industry one of the finest tourism industry destination in the world

**$H_1$ :**Insecurity in Nigeria have a role to play in making the industry one of the finest tourism industry destination in the world

**Contingency Table 5.28**

O	E	O-E	(O-E) <sup>2</sup>	$\sum \frac{(O-E)^2}{E}$
28	21.8	6.2	38.44	1.76
22	28.2	-6.2	39.44	1.36
16	13.08	2.92	8.53	0.65
14	16.92	-2.92	8.53	0.50
30	39.24	-9.24	85.7	2.18
60	50.76	9.24	85.4	1.68
35	34.88	0.12	0.014	0.0004
45	45.12	-0.12	0.014	0.003
				Total= 8.13

Estimated value ( $X^2$ ) = 8.13

$$df(\text{degree of freedom}) = (R-1)(C-1)$$

$$Df = (2-1)(4-1) = 1 \times 3 = 3$$

$X^2$  tab value at 5% level of significance  $df = 7.815$

Since the calculated value is greater than the tabulated value, we reject the hypothesis  $H_0$  and conclude Insecurity in Nigeria have a role to play in making the industry one of the finest tourism industry destination in the world

## **CHAPTER SIX**

### **DISCUSSION**

#### **6.1. Introduction**

This chapter represents a brief summary of the salient arguments raised in this study. Other sections of this chapter include a recap of the aims and objectives, explanation of the results attained in the study and brief recommendations for other researchers or users of this study.

#### **6.2. Theoretical Findings**

**6.2.1** The involvement of the Nigeria government in tourism is somehow limited because the government does not really allocate funds for the development of tourist sites and other sectors connected to it. The Nigerian government's efforts as compared to that of other countries have not been really encouraging. Kenya, South Africa and Tanzania have initiated different projects and pumped a lot of funds into their tourism sector to the extent that revenue from tourism activities in these places accounted for almost 15 to 20 percent of their annual GDP over the last couple of years. To improve the situation of Nigeria's tourism sector, the role of the government would include the engagement of different local communities and also increase the financial support for all stakeholders of the tourism sector.

**6.2.2** Another major point discussed in this study was in relation to infrastructural development. Although tourist infrastructures are not very damaged in Nigeria as compared to many other countries, there is still room for more infrastructural development because the taste of tourists are known to change from time to time especially with the spreading of globalization. Lagos state, for example, has increased its efforts to establish certain infrastructures including markets, special transport services and more financial institutions to aid an easy tourist experience.



**6.2.3** The multicultural nature of Nigeria as a country is also a very positive feature that needs to be explored by the tourist sector because even before tourism became a very huge and beneficial sector in Nigeria, there were many different cultural backgrounds with different natural heritages. Some scholars argue that the diversity of cultures was one of the foundations on which the whole idea of tourism was established. Even though others have criticized this argument, the fact still stands that diversity is a major natural phenomenon that aids tourism in any part of the world.

**6.2.4** Apart from the reluctance of the government and problem of infrastructures, there were also some natural issues which are undermining the growth of tourism in Nigeria and they included issues such as corruption, insecurity, dependence on one resource, lack of basic amenities, lack of protection for the environment and limited participation from the private sector.

**6.2.5** Religion also played a major factor in the development of tourism in Nigeria in the sense that regional conflicts have become a major problem when it comes to the security of tourist areas in Nigeria especially in the Northern part of the country. These religious clashes stem from tribal and ethnic clashes that have existed for many years.

### **6.3 Empirical Findings**

**6.3.1** The policies of the government had significant impact on the strategic tourism management in Nigeria

**6.3.2** Infrastructure also played a significant role in strategic tourism management in Nigeria

**6.3.3** The state of security in the country also had a significant impact on the strategic management of tourism

**6.3.4** Corruption had a significant impact on strategic tourism management in Nigeria

**6.3.5** Poverty had a significant impact on strategic tourism management in Nigeria

**6.3.8** According to the results of this study, the impacts of poverty and corruption on strategic tourism management were recorded to be negative in Nigeria while infrastructure and government policies had significant positive impacts. However, security was one factor that had both positive and negative impacts on strategic tourism management in Nigeria in the sense that, the nature of security in Nigeria was very poor and so both foreign and local investors were reluctant to invest in certain areas in Nigeria for the fear of being attacked by terrorists and radical groups. However, the current nature of security is better as compared to some years ago but there is still room for improvement because certain minor cases have been cited where investors were duped.

#### **6.4 Recommendations**

**6.4.1** As part of the empirical findings of this study, the first recommendation to be made with respect to this research is that researchers need to focus more on the security aspect of tourism. This is because when the impression of a sound environment is created, it naturally attracts investors to make quick decisions especially pertaining to ideas of structural tourism investment. From the academic, more courses related to tourism security must also be incorporated into university curriculums.

**6.4.2** The second relevant recommendation is that researchers must not focus on only these five elements discussed in this study. Even though these elements are very significant for strategic tourism management, there are other minor elements that influence these major elements. For example, poverty could be influenced by class separations and disabilities to an extent. Government policies could also be influenced by certain international factors such as international relations while security could also be influenced by corporate liaisons.

**6.4.3** The third recommendation is that researchers must try to apply different kinds of methodologies to obtain the same results in order to make comparisons as to the currency and accuracy of data concerning the number

of tourists annually, government spending on tourism as well as the effectiveness of both old and new government policies in the tourism sector.

### **6.5 Research Questions**

1. To what extent does infrastructure affect strategic tourism management in Nigeria
2. Has the government put enough effort into security matters in relation to strategic tourism management in Nigeria?
3. Does the government deserve to be blamed for the high rate of corruption in the tourism sector?
4. Is there the need for the introduction of more policies with respect to strategic tourism management in Nigeria?

### **6.6 Research Answers**

1. Infrastructure is the single most important factor that affects strategic tourism management in Nigeria because the whole idea of tourism revolves around both natural and artificial infrastructures or artifacts that are attributed to the Nigerian history and culture
2. So far, the government has tried to put some efforts in enhancing the security nature in tourism in Nigeria but those efforts cannot yet be described as enough. That is to say, there is still room for improvement.
3. Corruption happens in every level in the society therefore the outright blaming of the government would be unfair. However, the government could try and review its monitoring tactics by implementing more rules and regulations to check malpractices in the tourism sector.
4. There is the need for more policies to be introduced but most especially there is the need for these policies to be strictly implemented and enforced through special rules and regulations.

### **6.7 Limitations of the Study**

**6.7.1** This study only concentrated on Lagos as a major city and state in Nigeria. However, the situation might be different with other major cities such

as Abuja and Port Harcourt. Therefore all judgments made from the results of this study are opened to criticisms by different points of view from other researchers.

**6.7.2** Gathering data from all parts of Nigeria would have been very costly as compared to choosing one major state. The breakdown of costs incurred included transportation costs and fees paid to visit certain institutions and tourists sites.

## **6.8 Decision**

The limitations above were the major reasons why this study concentrated on strategic tourism management in Lagos. Also, the five factors discussed were found to be related to other major factors in a way, hence the selection of this major five factors namely security, infrastructure, poverty, corruption and government policies.

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## **APPENDIX**

26 April 2018

To whom it may concern

**Research Project Title: The importance of strategic tourism  
management on the Nigerian economy**

Principal Investigator: Ayodeji Oluwagbenga Adetolaju, Near East University, North Cyprus

Principle Supervisor: Karen Howells, Near East University, North Cyprus

My name is Ayodeji Adetolaju, and I am a Masters student at Near East University in North Cyprus. I am interested in gaining more information about the importance of tourism especially strategic tourism on management, and its effect on the economy of Nigeria.

Of course, all the information you provided will be treated in the utmost confidence. Your name or your business's name will be recorded in the data. the data collected will be analysed, and the results may be reported in an academic journal.

Thanks for your anticipated cooperation

Yours sincerely,

Ayodeji Oluwagbenga Adetolaju

**NAME: AYODEJI ADETOLAJU**

Student Number	2	0	1	5	8	0	7	4
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**STUDENT OF TOURISM AND HOTEL MANAGEMENT****PART 1**

<b>Gender</b>	Male <input type="checkbox"/>	Female <input type="checkbox"/>
<b>AGE GROUP</b>	25-35YRS( ) 36-45YRS( ) 45YRS AND ABOVE( )	
<b>EDUCATION BACKGROUND</b>	SSCE( ) ND( ) HND( ) MBA/BSC( ) PROFESSIONAL( )	

**PART 2**

Please respond to the following statements:

Indicate the strength of the following in affecting the growth of the tourism industry in Nigeria.

	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly agree</b>
The tourism industry is one of the power houses of economic development in any country of the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tourism industry contributes to economic growth and employment of a nation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government policies and programs will adequately support the Nigerian tourism industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



The Nigerian government has performed below average as regards developing programs and making interventions towards the growth of the tourism sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tourism sector in Nigeria can contribute more to the economic recovery of the nation if properly harnessed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The deteriorating state of infrastructure can militate against the growth of the tourism industry in Nigeria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tourism industry can eradicate poverty if the sector is strengthened and empowered by governmental support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insecurities within the country has hampered the growth of tourism in Nigeria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor governmental intervention have	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

stagnated the growth of the tourism industry in Nigeria					
The tourism industry is capable of reducing unemployment in Nigeria if well focused on.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor governmental interventions to the tourism industry in Nigeria have constrained their rate of tourism development in the past years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
High level of corruption has militated against the growth of the tourism industry in Nigeria.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of awareness by the people have placed limitations on the tourism industry in Nigeria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tourism industry is the engine of global development in the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strategic tourism programs and good management can help rebuild the tourism sector in Nigeria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The lifestyle of the Nigerian people will improve when efforts are geared towards the development of the tourism industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The tourism industry is capable of increasing the Internally Generated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Revenue( IGR) of the States and Federal Government					
The tourism industry is capable of maintaining and promoting the cultural heritages of the Nigerian people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Too much dependence on crude oil is one of the limiting factor towards the growth of the tourism industry in Nigeria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## BIOGRAPHY

**PLAGIARISM REPORT****THE IMPORTANCE OF STRATEGIC TOURISM  
MANAGEMENT TO THE NIGERIAN ECONOMY**

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**BİLİMSEL ARAŞTIRMALAR ETİK KURULU**

11.10.2018

Sayın Dr. Karen Howells

Bilimsel Araştırmalar Etik Kurulu'na yapmış olduğunuz YDÜ/SB/2018/223D2 proje numaralı ve **“The İmportance Of Strategic Tourism Management On The Nigerian Economy”** başlıklı proje önerisi kurulumuzca değerlendirilmiş olup, etik olarak uygun bulunmuştur. Bu yazı ile birlikte, başvuru formunuzda belirttiğiniz bilgilerin dışına çıkmamak suretiyle araştırmaya başlayabilirsiniz.

Doçent Doktor Direnç Kanol

Bilimsel Araştırmalar Etik Kurulu Raportörü



**Not:** Eğer bir kuruma resmi bir kabul yazısı sunmak istiyorsanız, Yakın Doğu Üniversitesi Bilimsel Araştırmalar Etik Kurulu'na bu yazı ile başvurup, kurulun başkanının imzasını taşıyan resmi bir yazı temin edebilirsiniz.

**BİLİMSEL ARAŞTIRMALAR ETİK KURULU**

11.10.2018

Dear Dr. Karen Howells

Your application titled **“The Importance Of Strategic Tourism Management On The Nigerian Economy”** with the application number YDÜ/SB/2018/223 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee



**Note:**If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.